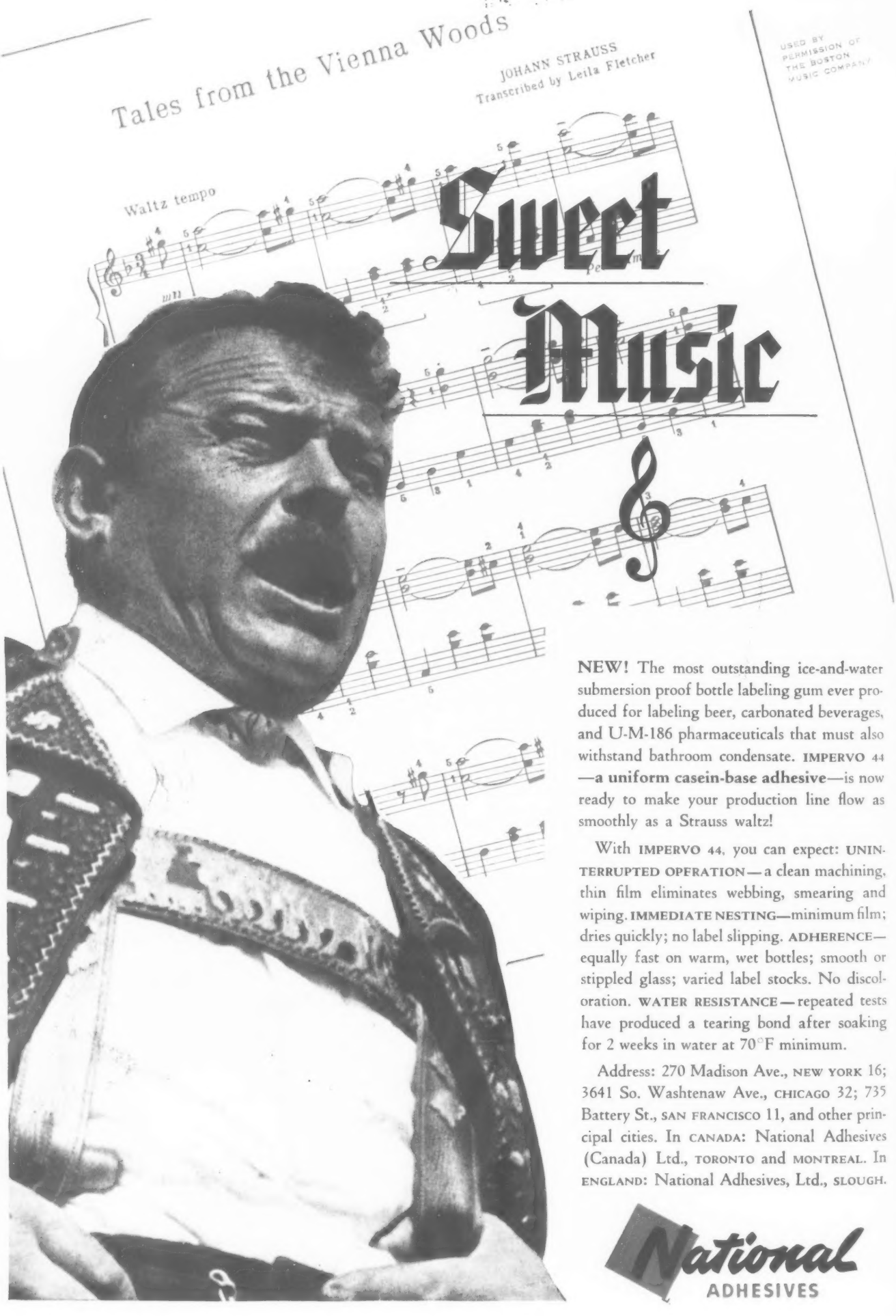
Modern packaging

Nominated for packaging's Hall of Fame. Story on Page 82

July 1949

Cigarette Pack: Heat-Sealing Aluminum Foil Laminated to 30-Lb. Supercalendered Kraft — Jujyfruits Bag: Duplex No. 300MST DuPont Cellophane, Colodenize print



NEW! The most outstanding ice-and-water submersion proof bottle labeling gum ever produced for labeling beer, carbonated beverages, and U-M-186 pharmaceuticals that must also withstand bathroom condensate. IMPERVO 44 **—a uniform casein-base adhesive**—is now ready to make your production line flow as smoothly as a Strauss waltz!

With IMPERVO 44, you can expect: UNINTERRUPTED OPERATION—a clean machining, thin film eliminates webbing, smearing and wiping. IMMEDIATE NESTING—minimum film; dries quickly; no label slipping. ADHERENCE—equally fast on warm, wet bottles; smooth or stippled glass; varied label stocks. No discoloration. WATER RESISTANCE—repeated tests have produced a tearing bond after soaking for 2 weeks in water at 70°F minimum.

Address: 270 Madison Ave., NEW YORK 16; 3641 So. Washtenaw Ave., CHICAGO 32; 735 Battery St., SAN FRANCISCO 11, and other principal cities. In CANADA: National Adhesives (Canada) Ltd., TORONTO and MONTREAL. In ENGLAND: National Adhesives, Ltd., SLOUGH.

National ADHESIVES

TECHNOLOGY DEPARTMENT

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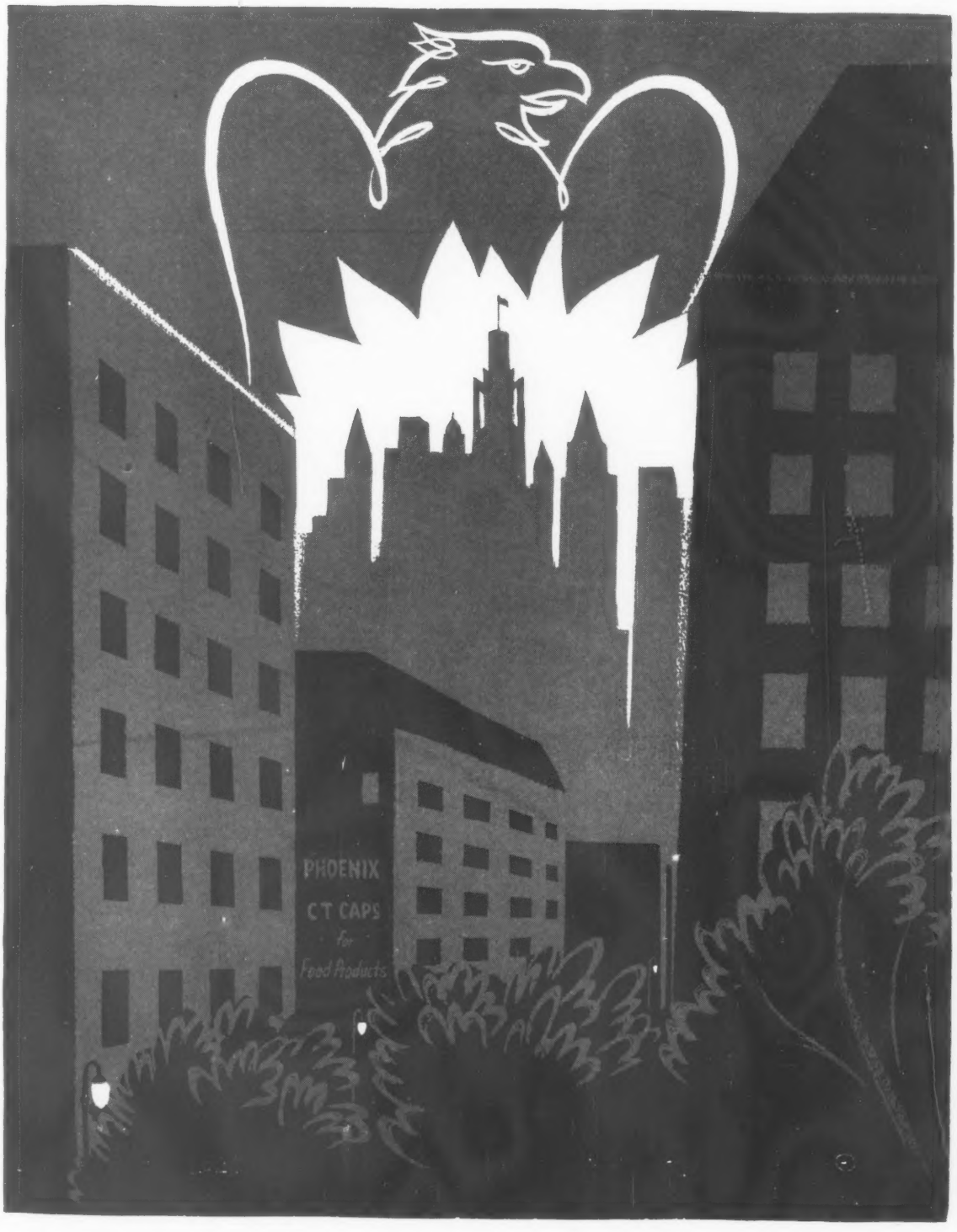

PHOENIX METAL CAP CO. ★ *Metal Caps for Glass Packages* ★ Chicago 8, Brooklyn 18

Modern packaging

Vol. 22 No. 11 July 1949

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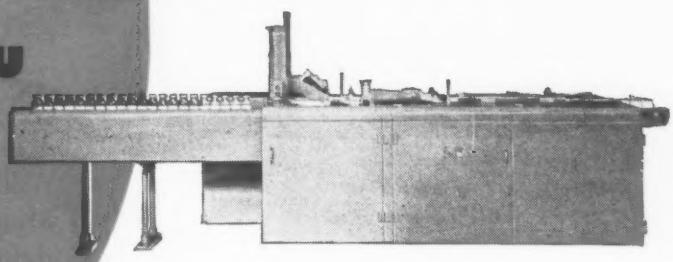
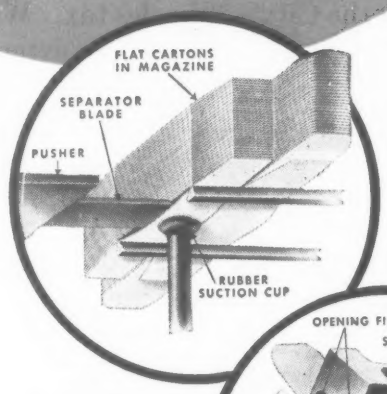
Only the finest cartoner can give you the lowest cartoning cost

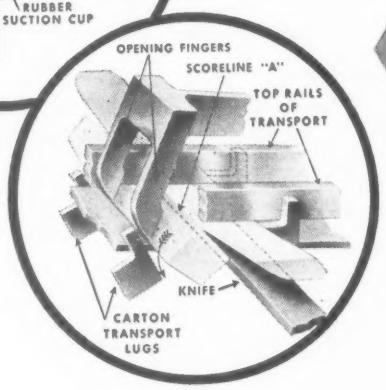


Jones Cartoners give you long, uninterrupted runs at high speeds — give you lowest cartoning costs. The first step — properly feeding and opening the carton — is basic in securing long, profitable runs. All subsequent operations depend on doing these first jobs right.



FEEDING

This patented mechanism guarantees infallible feeding. The bottom carton is separated from the stack by positive suction and fed horizontally by the separator-pusher. No chance of missing a carton or feeding more than one.



OPENING

Without further handling, carton is opened positively by mechanical motions. While the knife enters to support the carton, fingers move down and open it. The carton can never collapse. Normal carton variations—flexibility of board, moisture content, imperfect scoring or die-cutting, excess glue—cannot cause failure. Expensive, special cartons are unnecessary.

Jones' method of carton opening is but one of many superiorities that guarantee long, uninterrupted runs at high speeds — give you lowest cartoning cost. Compare your present cartoning methods with Jones Cartoning. Write today for complete information.

R. A. JONES & COMPANY, INC.

P. O. Box 1295 CINCINNATI, OHIO

THE MAJORITY OF AMERICA'S CARTONED PRODUCTS ARE JONES CARTONED

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A TAX ON PROGRESS?

Mayor William O'Dwyer of New York last month had what he thought was good idea. On sober second thought, he didn't think much of it. It is a good thing for the people of New York City that the Mayor thought twice.

Searching for ways to bolster the City's revenue, the Mayor discovered that the sale of packages and wrapping materials in the city is a $50,000,000-a-year business, as yet untouched by the City's 2% sales tax. Why not, thought His Honor, raise a cool million by extending the sales tax to packaging? An amendment to that effect was introduced in the City Council. A few days later an O'Dwyer spokesman announced that the proposal was being dropped, "at this time."

Perhaps it occurred to the Mayor that this tax—ultimately paid, like all taxes, by the consumer—would be double taxation, since the consumer already pays an over-all 2% sales tax on his purchase. Perhaps he thought long enough to see, more importantly, that putting a tax penalty on package protection would be a long step backward to the filth and vermin and short-weight of non-packaged foods, which economical packaging has by now almost completely eradicated. To most of New York's people, as to people everywhere, a penny's difference between a packaged and a non-packaged item can look pretty big.

In New York the tax on packaging has merely been shelved, not killed. It likely will crop up elsewhere, in other and more deceptive forms, as the tax collector digs deeper and deeper into the barrel. Vigilance is imperative, for this seemingly innocent proposal could set packaging back a hundred years.

The Editors

How many sales in a square yard?

It all depends on how well your package is designed to use the space—be it floor, shelf, or counter.

Remember, cans are compact. They stack easily into eye-catching displays. They encourage impulse buying.

It's evident, therefore, that one of the most profitable ways of putting a square yard of store space to work for the retailer (*and for you*) is to pack your product in metal containers.

CANCO

This trademark is your assurance of quality containers. Look for it!

AMERICAN CAN COMPANY

New York • Chicago • San Francisco

FIVE OTHER WAYS CANS WORK FOR SALES AND PROFITS

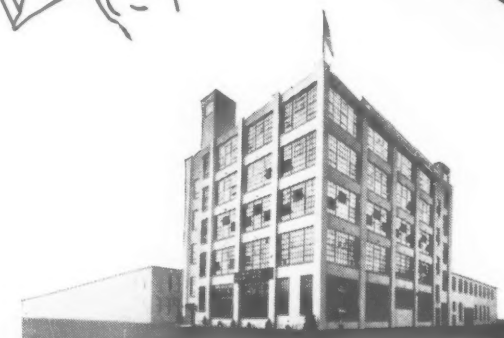
1. **Cans are break-proof.**
2. **Cans protect contents against light, air, insects, and moisture.**
3. **Cans are *light*—mean lower shipping costs.**
4. **Cans are tamper-proof.**
5. **Cans are easy to open and dispose of.**

Is Your Package "See-Worthy"?

ROLL-AWAY Courtesy of Produx, Incorporated Worcester, Mass.

The method and the material you employ in packaging can keep your product "see-worthy" or leave it stranded "high and dry" on retail shelves. This Roll-Away Toilet Tissue Dispenser is but one of a score of packages of almost every description which we have helped to design and mould in durable, eye appealing plastics.

If you have a problem concerning a new package or the redesigning of an old one, let us sit in on the original planning. Our engineers and designers will gladly recommend the proper application of plastics, solve any engineering difficulty you might have, and work out any intricate die design you may need. When you call on us to mould your package you are assured that it is in experienced hands and with the largest custom injection moulder in the East.



Custom Injection Moulding

WORCESTER MOULDED PLASTICS CO.

14 HYGEIA STREET, WORCESTER 8, MASS.

17 East 42nd St., New York 17, N. Y.

Let GEON wrap up your packaging problems!

13 TYPICAL USES FOR VERSATILE GEON POLYVINYL MATERIALS

	MATERIAL	TYPICAL END-USE
GEON LATICES for coating paper, paper board, fabrics, and for casting flexible films.	Geon Latex 31X	coated paper for food packaging
	Geon Polyblend Latex 550 x 20	coated boxboard for food cartons
	Geon Latices 11X and 15X	decorative and protective coatings for wrapping paper and fiber shipping containers
	Geon Plastic Latices PX-8 and PX-18	
GEON POLYBLENDS for extruding packaging films and for molding liners and gaskets.	Geon Polyblend 500 x 503	food packaging film
GEON RESINS for calendering rigid transparent sheets, for molding gaskets and liners, and for casting or extruding packaging films.	Geon 100 and 200 series resins	rigid transparent boxes, flexible shipping bags and bag liners
	Geon paste resins	protective coatings, linings, and seals

Complete information on any of these materials will be furnished promptly. Helpful, technical advice on your applications is yours for the asking. Please write Dept. S-4, B. F. Goodrich Chemical Company, Rose Building, Cleveland 15, Ohio.

B. F. Goodrich Chemical Company

A DIVISION OF THE B. F. GOODRICH COMPANY

GEON polyvinyl materials • HYCAR American rubber • GOOD-RITE chemicals and plasticizers

First Mate for Your Bottle, too

A DODGE MILBOSSED-TOP CORK

Designed both to dress up the package and effectively seal the contents, a Dodge Milbossed-top cork is "First Mate" on this bottle of Mayflower Straight Bourbon Whiskey. An individual number appears on each Mayflower label as the customer's assurance of strict control and high quality. But back of the number is an important plus factor. There, a Dodge Milbossed-top cork stands guard.

Dodge cork closures—famous for airtight fit, uniform quality, ease in opening and resealing—can help you with your packaging problems. Whatever your needs, consult Dodge.

DODGE CORK COMPANY, INC. • LANCASTER, PA.

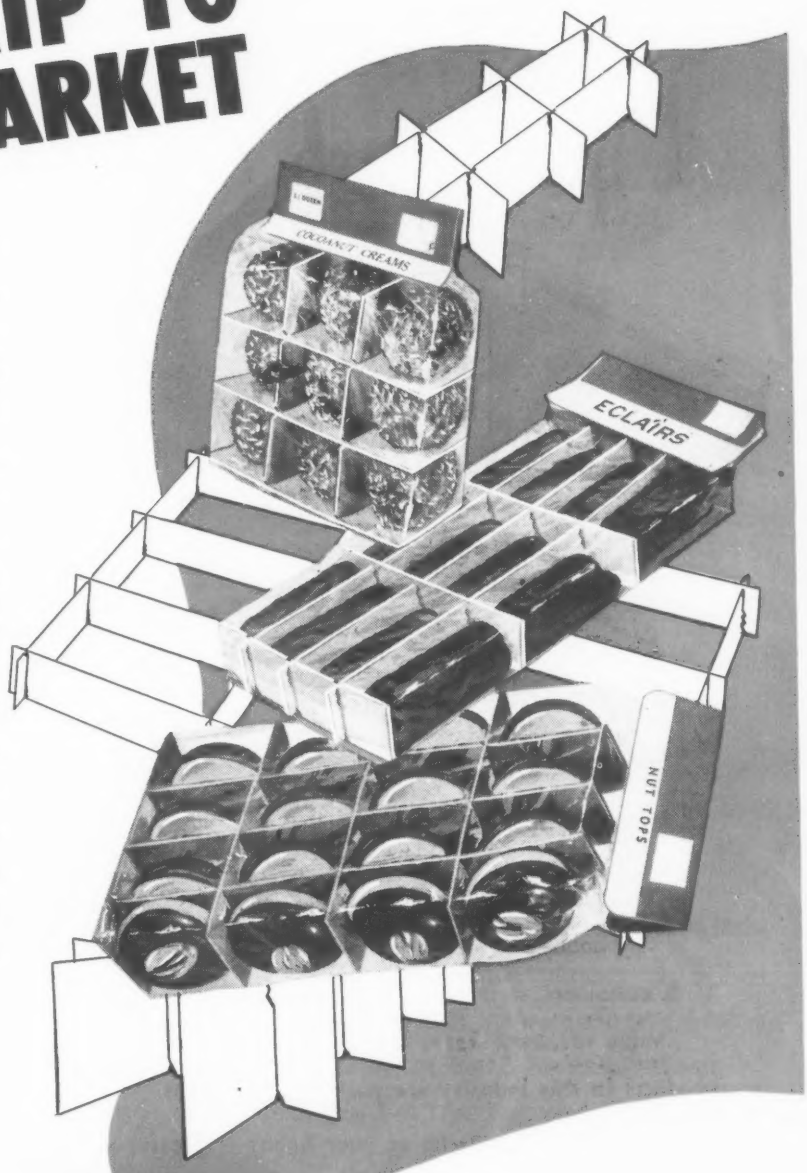
Send for Free Closure Survey Report. Every packaging man needs this fact-packed data. Report proves barmen prefer wood-top cork closure 2 to 1 over any other type. Write for copy today.

Dodge

CORK CLOSURES

DESIGNED TO GUARD THE INTEGRITY OF THE CONTENTS

THAT *Vital* TRIP TO MARKET



can be safely and profitably made in a Traver package. Our economical, machine assembled LOXTITE partitions give crush protection, while our colorfully printed cellophane and glassine bags and overwraps create the eye-catching sales appeal necessary in today's competitive market.

. . . and there is no need to go to several sources. We make everything for flexible packaging — partitions — trays — boats — stiffeners — bags and overwraps in sheet or roll form — the answer to a purchasing agent's dream.

LOXTITE partitions are easy to use because their patented locking device prevents pulling or falling apart. You save time and money where you specify LOXTITE partitions.

Sales Offices in Chicago, New York, Philadelphia, Pittsburgh, Cleveland, Kansas City, St. Louis, Dallas, Detroit, Oakland.

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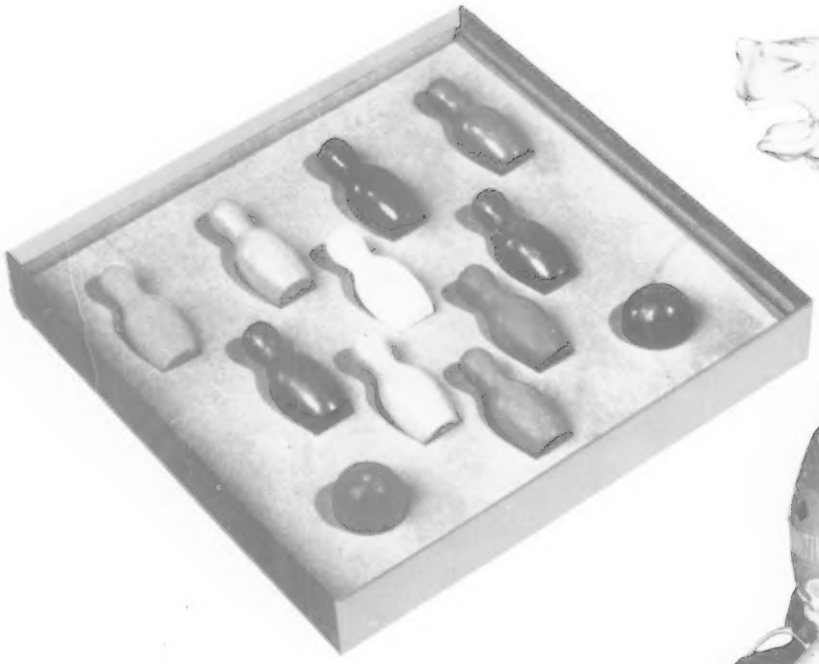
CORPORATION

366 West Ontario St., Chicago 10, Illinois

CONVERTERS AND PRINTERS OF CELLOPHANE, PLASTICS, ACETATES, FOIL AND GLASSINE

riding a hobby horse?



THERE'S three quarters of a billion dollars in the sales of the toy, game, novelty and hobby market and it reaches all 142 million U. S. customers, so if you're in it you know the value of *set-up boxes* because four out of five products in this industry are packaged in set-ups.

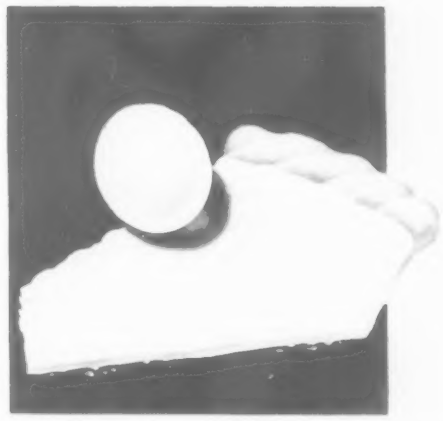
If your headache or your hobby is greater sales — investigate the sales potential of your product in a new set-up box that is custom built to take good care of your product. See your nearest set-up box manufacturer today for his ideas on your product packaging.

NATIONAL PAPER BOX MANUFACTURERS
Association

AND COOPERATING SUPPLIERS
Liberty Trust Building • Philadelphia, Penn.

it takes the packaging magic of

gelatin containers



. . . to keep lemon pie filling tasty

. . . soup fat permanently fresh

. . . to color oleomargarine easily

The manufacturers of these food products found that no other method could make their packaging headaches disappear so quickly. Gelatin containers assured them accurate unit measure, air-tight sealing that retains freshness and taste, freedom from messy handling, and sales stimulating convenience for their customers.

The Rotary Die Process, by which gelatin containers are produced, is a method of filling, forming and sealing containers in one automatic operation. The high speed production assures economy. Lucid colors, distinctive size and shape, will give your product individuality.

Why not apply some of this packaging magic to your own perplexing packaging problem? Use the coupon to tell us. Our experience in encapsulating everything from starting fluid for bulldozers to bubble bath says that we can help.

GELATIN PRODUCTS division

R. P. SCHERER CORPORATION

9425 GRINNELL AVE., DETROIT 13, MICH.

OC ATED PLANTS IN
GH BUCKS, ENGLAND;
WINDSOR, ONT., CANADA

Can't Open It — I Won't Buy It Again
Mm Good . . . Tastes Good But Who's going to buy *that* jar?
If They Don't Stop This Evaporation I Won't Buy It Again.
Phew — It's Not Fresh! I Won't Buy It Again.
Moisture Got In. Hard As A Rock . . . Won't Buy It Again.
One Leaking Bottle Has Ruined Cases Full of Merchandise

JUST ANY CAP WON'T DO

Just any screw cap won't give your product any selling advantage whatever.

Screw caps that seal and sell must be engineered for *your* product as a *special* part of the package designing job by a manufacturer whose only interest is the *closure.*

That is why Ferdinand Gutmann & Co. developed, in addition to its standard line of screw caps, many types of specialty closures that *protect* your product best — please your customer most.

Most widely used among these specialties is Filma*-Seal, the economical inner seal which is applied with the Gutmann cap . . . stays on *after* the cap is removed.

Filma*-Seal gives your glass packed product extra sales appeal and extra protection against evaporation, moisture ingress, air ingress, tampering or sampling. We have already developed 28 variants of Filma*-Seal to solve specific problems for manufacturers who package in glass. We will develop the 29th variant for you . . . if you need it . . . and see it through your plant whether you package thousands or millions.

For closures that sell . . . **CALL A CLOSURE MANUFACTURER . . . *Call Gutmann***

Filma-Seal
CAP AND SEAL APPLIED AS ONE
*Reg. U.S. Pat. Off. and abroad

FERDINAND Gutmann & COMPANY
SINCE 1890

3615 14th AVENUE • BROOKLYN, N. Y.

Let's Stop Moisture, Sampling, Contamination

with Filma*-Seal MSp-18 in Gutmann Screw caps.

Filma*-Seal Closures

*Reg. U.S. Pat. Off. and abroad

Filma-Seal
CAP AND SEAL APPLIED AS ONE

PUTS MOTION INTO YOUR PACKAGE

FOIL CARTONS

speed up your sales!

Put your product into a foil carton and see it move out front to make more sales . . . faster. Foil adds motion to your package. Its changing reflections, highlights and shadows attract more eyes and attention. Prove it to yourself —walk past a foil package and see how the changing light on its glittering surface creates an illusion of movement. Moving displays move products faster . . . watch your sales speed up with foil cartons. Send us your present package for suggestions.

BOARD MILLS:
Lockport, New York
Thomson, New York
Urbana, Ohio

CARTON PLANTS:
Victory Mills, New York
Syracuse, New York
Brooklyn, New York
Cohoes, New York
Springfield, Ohio

UNITED BOARD AND CARTON *Corporation*

P. O. Box 1318 • Syracuse, New York

can an apple put sales punch in cotton puffs?

problem: Victoria-Vogue, Inc. of New York City, wanted packages that would do three things . . . **1st:** show the delicate, varied colors of their cotton-puffs and powder-puffs to best advantage . . . **2nd:** permit shoppers to handle the package without actually handling the merchandise . . . **3rd:** have a definite *sales plus* over throw-away containers.

solution: Columbia designed a family of *double-value* packages that met all specifications. Molded of crystal-clear Polystyrene, the apple illustrated here not only lets the customer *see* the cotton-puffs (without a chance of touching them), but also serves as a desirable candy or cookie jar after the cotton-puffs have been used.

In addition, two powder-puff boxes were designed that also serve as cigarette containers . . . another cotton-puff package becomes a lovely handkerchief or sewing box when the cotton-puffs are removed.

suggestion: It's merchandising ideas like these, plus complete engineering and molding facilities, that have put Columbia far out front in the packaging parade. We'll welcome an opportunity to help put *more sales punch* into *your* packages.

Columbia

COLUMBIA PROTEKTOSITE COMPANY, INC., CARLSTADT, NEW JERSEY

New York Showrooms: Empire State Building

Borden's

GRATED
American Style

SUGGESTIONS FOR BEST USE

Add Borden's Grated American style cheese to macaroni or spaghetti for baking, and to all au gratin dishes, to obtain the delicious flavor of sharp cheddar cheese. Use for making cheese sauces, cheese flavored doughs,

American Cheddar cheese, aged at least 60 days, and then dried, grated and carefully combined with non-fat dry milk solids, salt, sodium citrate and vegetable coloring.

Borden's

GRATED
Italian Style

For Tasty Cheese Dishes:

Borden's Grated Italian Style cheese is specially suitable for sprinkling over hot dishes, such as spaghetti and soups, as they are served.

CHEESE

Raise these tip-ons and see these Reynolds aluminum labels in actual use on Borden's Grated Cheeses

REYNOLDS METALS

REYNOLDS ALUMINUM

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Columbia

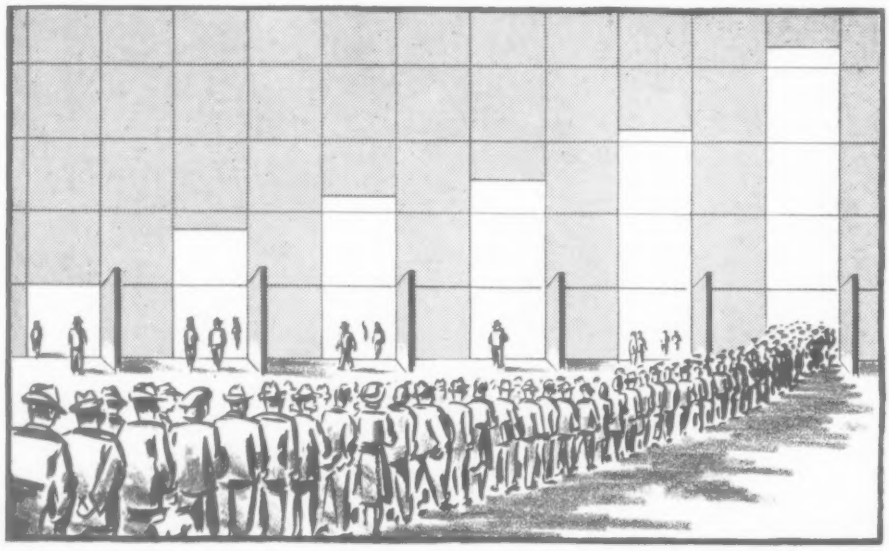
COLUMBIA PROTEKTOSITE COMPANY, INC., CARLSTADT, NEW JERSEY

New York Showrooms: Empire State Building

Borden's Grated Cheeses now wear shopper-stopper labels of gleaming Reynolds aluminum... luminous colors stand out on a grocer's shelf like a neon sign. Your product, too, may have the benefit of aluminum's self-selling magic... plus unique protection where you need it—against moisture, light, air, and odors. Let us show you how to do a better packaging job—with Reynolds Aluminum. **Reynolds Metals Company,** Richmond 19, Virginia

Raise these tip-ons and see these Reynolds aluminum labels in actual use on Borden's Grated Cheeses

YNOLDS ALUMINUM



HOW TO DOMINATE YOUR MARKET

This short story is for you—whether you sell cosmetics or fountain pens or hair brushes or razors or what have you.

CHAPTER 1

REMEMBER WHEN?

Just a couple of years ago the nation's wrist watch band manufacturers—and there were and are a host of them—packaged their bands cheaply and economically like this.

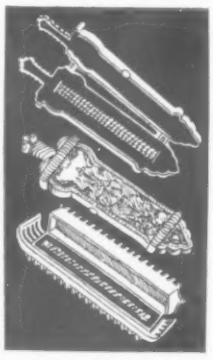
But while this method was inexpensive and provided display, somehow or other it did not establish *brand identification* or create definite *consumer preference.*

CHAPTER 2

AND THEN . . .

And then Speidel Corporation of Providence, Rhode Island, one of the leading companies in the field, called on Braun-Crystal, specialists in "promotional packaging," to devise some way to grab a lion's share of the business.

Look what happened . . . Completely disregarding all established tenets of bracelet and wrist watch band packaging, Braun-Crystal recommended a radical departure from all previous techniques of displaying and packaging these moderately priced consumer items by creating the Golden Templar for men's bands and Ming Tai for ladies' bands.



Breaking completely with all established traditions of packaging, Braun-Crystal submitted a concept of lavish and oppulent gift packaging—with unit costs in complete accord with the retail price of the Speidel product . . . That was five years ago.

CHAPTER 3

NOW

Today Speidel is introducing its fifth and sixth in the series of Braun-Crystal gift packages for wrist watch bands and ladies' jewelry.

And today Speidel leads the field in total sales of these products throughout America.

CHAPTER 4

THE EXPLANATION

The explanation is obvious and directly applicable to the packaging of your product: With its amazing mass production set up, Braun-Crystal was able to turn out these eye-stopping containers in volume at such low cost that no noticeable dent was made in Speidel's profit per unit sale.

Even more important, Speidel found that their same product, in a Braun-Crystal package, could command and get *higher prices* than ever before!

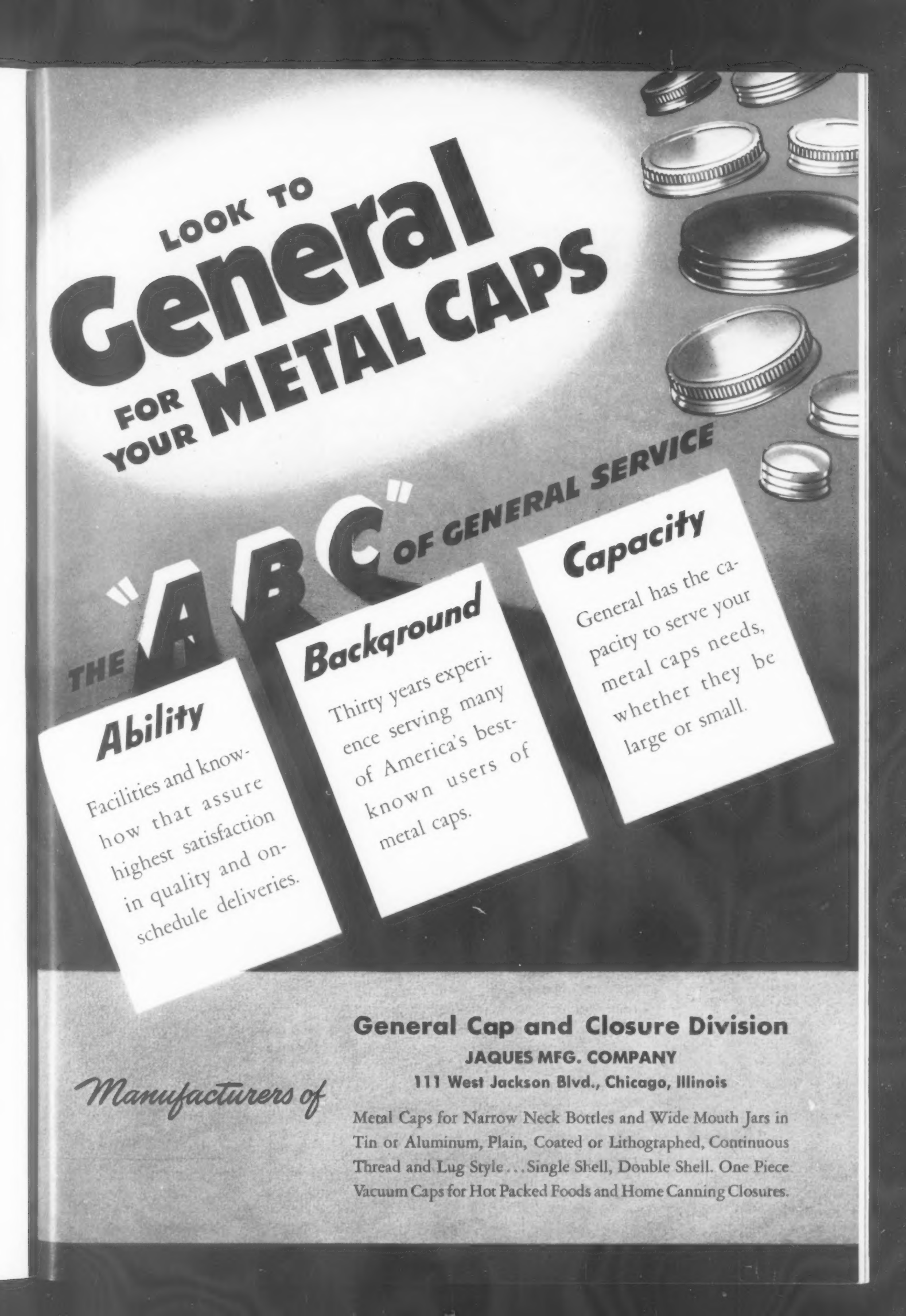
CHAPTER 5

MORAL FOR YOU

It is only incidental that this story is about wrist watch bands and jewelry. The important fact is that the creative thinking of Braun-Crystal executives—completely unfettered by "established" and "conventional" ways of doing things—holds bright promise for your company in your bid to get a larger share of your product's total market.

Write now to arrange a preliminary "talk-it-over" session with a Braun-Crystal executive. Remember, your request obligates you in no way. Remember, too, that Braun-Crystal only accepts *creative assignments.* We do not actively solicit offers to bid on the manufacture of packages conforming to your present specifications.

BRAUN-CRYSTAL
MFG. CO., INC.
69-01 Metropolitan Avenue
Middle Village, New York
Promotional Packaging


LOOK TO
General
FOR YOUR METAL CAPS
THE "ABC" OF GENERAL SERVICE
Ability
Facilities and know-how that assure highest satisfaction in quality and on-schedule deliveries.
Background
Thirty years experience serving many of America's best-known users of metal caps.
Capacity
General has the capacity to serve your metal caps needs, whether they be large or small.

General Cap and Closure Division

JAQUES MFG. COMPANY

111 West Jackson Blvd., Chicago, Illinois

Manufacturers of

Metal Caps for Narrow Neck Bottles and Wide Mouth Jars in Tin or Aluminum, Plain, Coated or Lithographed, Continuous Thread and Lug Style . . . Single Shell, Double Shell. One Piece Vacuum Caps for Hot Packed Foods and Home Canning Closures.

Sefton

PLAYS A DUAL ROLL

in solving your packaging problem!

1 IT'S TOOLED FOR THE JOB!

2 IT OFFERS THE VERSATILE STRING-OPENING CAN!

•SIZES • SHAPES • CLOSURES •

ALL STANDARD OPENINGS AND RECLOSURES

Spiral and Convolute Paper and Metal Ends
Round and Irregular Shapes
Cans, Tubes and Heavy Cores

● There are double reasons why Sefton should solve your packaging problems! Sefton is completely equipped to do your job efficiently, and their string-opening can is so versatile that it can be adapted for many products. It's easy to fill, is factory-sealed, tamper-proof and can be sealed again. Look to Sefton for sales-getting packaging!

Sefton
FIBRE CAN COMPANY
ST. LOUIS . . . . . NEW ORLEANS
DIVISION OF CONTAINER CORP. OF AMERICA

DISTRICT OFFICES: ● Los Angeles ● Salt Lake City ● Denver ● Dallas ● Chicago ● Cincinnati ● New Orleans ● Boston ● Detroit ● New York ● St. Paul ● Cleveland ● Memphis ● Nashville ● Seattle ● Portland

HAPPY WEDDING of beauty and utility

Illustrated: Milprint Lustro printed heat sealing aluminum foil.

*This insert produced by Milprint, Inc., Lithographing Division

Milprint heat sealing aluminum foil overwraps keep Wortz Crackers fresh by keeping moisture *out*. In Pioneer Frozen Food packages Milprint foil overwraps are used to seal moisture *in*.

Milprint designed, both packages are winning new customers in new markets every month. Here, indeed, is a happy wedding of beauty, for sales appeal, and utility for product protection.

Whether you package foods or fashions, novelties or notions, it pays to put Milprint skill, ingenuity and knowledge to work for you. Our large staff of creative artists and merchandising experts will work on your problems, utilizing the widest range of packaging materials and printing processes available from a single source. Call your local Milprint man or write today.

Use Milprint "Follow Through" service

Give your packaged products extra "push" at the point of sale. Milprint will plan and produce colorful, effective displays, car cards, booklets, broadsides for you. Get them all at one stop — Milprint.

1949 OUR 50th YEAR

Milprint INC.

PACKAGING MATERIALS . . . LITHOGRAPHY & PRINTING

GENERAL OFFICES, MILWAUKEE, WIS. • SALES OFFICES IN ALL PRINCIPAL CITIES

Printed Cellophane, Pliofilm, Acetate, Foil, Glassine, Plastic Films, Lithographed Displays, Printed Promotional Material

*Desirable Aspects:
*Thinks in large units, vision
that's comprehensive and
ideal, tenacious, enshrines
tradition, sensitive, enduring,
inspiring guides, expert teachers.*

Naturally, with the tremendous capacity of their new plant to produce folding cartons, Warner Brothers *think in large units* with *vision* that leads to a *comprehensive and ideal* solution to your packaging problems. *Tenaciously*, Warnercraftsmen cling to their *enshrined tradition* of producing artistically *sensitive* and *enduring* cartons which act as *inspiring guides* to the buyer and *expertly teaches* customers that your product has taken its place "AMONG THE STARS."

W
WARNERCRAFT®
Finest Name in Packaging
THE WARNER BROTHERS COMPANY

Makers of set-up and folding boxes of all types — transparent acetate containers . . . hand made specialties . . . counter displays and dispensers.
Main Office and Factory: 325 Lafayette Street, Bridgeport 1, Conn. • New York Sales Office: 200 Madison Avenue, New York 16, N. Y.

The Goldy Seal is "Tamper-proof"

Lock the door on tampering and adulteration with the Alseco Goldy Seal. To open the Goldy is to destroy it. That's why this seal provides the protection valuable products need. No reseal is possible—contents must be used. The Goldy maintains a tight seal indefinitely . . . is easy to open . . . may be applied either automatically or by hand on your production lines. We will be glad to supply further details.

FREE! Informative 24-page booklet describes all types of Alseco Seals . . . gives details for the ten types of sealing machines and the unique Alseco method of application. Write for new catalog, "Alseco Seals and Sealing Machines". Address: Aluminum Seal Company, Inc., Richmond, Indiana.

TAILOR-MADE OF ALCOA ALUMINUM

ALSECO SEALS

AND SEALING MACHINES

To open the Goldy *is to destroy it!*

ALUMINUM SEAL COMPANY, INC. • RICHMOND, INDIANA • SUBSIDIARY OF ALUMINUM COMPANY OF AMERICA

NEW PACKAGE SPARKLE SPARKS NEW SALES!

LABELS

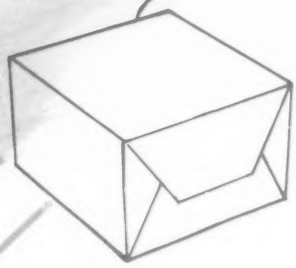
Protects printed labels from smudging; adds sparkle and visibility.

WRAPPINGS

Waterproofs paper or foil packages . . . keeps them looking new, seals out dirt.

PACKAGES

Wraps a sanitary seal of clear plastic around packages; keeps out mildew, dust and corrosion.



Crystal-Clear Plastic KRYLON SEALS OUT DIRT, GREASE, WATER

Here's an entirely new way of adding sparkle — and protection — to your package. Not a lacquer or varnish, Krylon is plastic in liquid form. The transparent plastic coating of Krylon can be sprayed or rolled on paper, foil, leather . . . nearly any surface. No baking . . . it dries in a matter of seconds. Flexible and durable, Krylon adds an attractive satin finish to packages . . . gives just the added sparkle that puts the sales across.

Protection of the package — and the product — is an added feature: Krylon's water-repellent film preserves wrappings from smudges, finger prints and dirt. It seals the surface and saves the package . . . gives added protection to candies and other foodstuffs; seals out mildew. Krylon can be sprayed on flat wrappers or containers before folding, with no danger of cracking at the edges, or the completed package can be sprayed as an added sealer.

Krylon is packaged in quarts, gallons and fifty-five gallon drums, and is manufactured by

FOSTER & KESTER CO., INC.
2601 N. Broad St., Philadelphia 32, Penna.

PROTECT WITH PLASTIC KRYLON

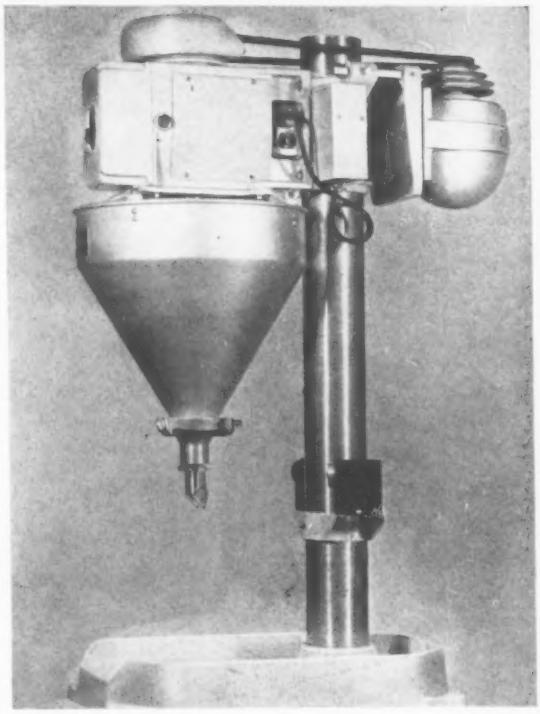
IT TAKES JUST 5 MINUTES

...to clean
...to sterilize
...to re-assemble

THE MATEER ELECTRIC FILLER

Fills dry, wet and viscous materials with extreme accuracy

- **No long tests needed for proper adjustment**
- **Manual or fully automatic cycling with any interval**
- **Fills from 50 mg. (2½ cc.) to 2 pounds**
- **20 to 70 fills per minute**
- **Chrome, aluminum and baked enamel finish**



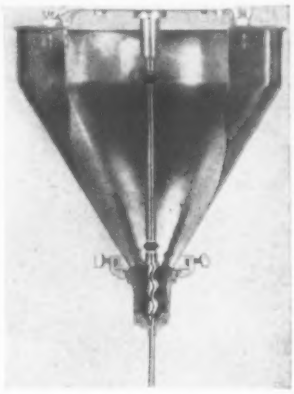
Suitable for production line, small lot and laboratory operation. Both material and working parts fully protected from each other. Portable.

Based on an entirely new recycling principle which enables you to achieve faster, more accurate fills, the Mateer Electric Filler is easy to set-up for production runs, simpler than any other filler to clean, *sterilize* and change over to other materials.

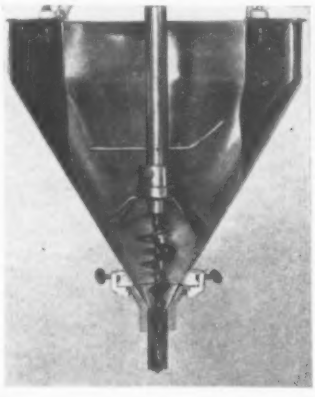
Throughout, the Mateer Electric Filler has been designed for ease in cleaning. The hopper, the chrome shaft, augers, and rotors are quickly demountable. You can wipe even tacky materials from the baked enamel finish. What is more, *every* part of the Mateer Filler which contacts the material being filled or the container can be sterilized *in less than five minutes*. Approved conditions of sterility can be maintained.

There's no practical limit to the Mateer Filler's flexibility. The augers, the rotors, and the agitators, are specially designed to provide positive, accurate feed. The augers and rotors, which are interchangeable, operate on a shaft whose cycling is regulated by a synchronous counter. Shaft speeds, adjustable from 450 to 900 rpm, enable the Mateer Filler to fill just about any powder, granular, liquid or viscous product with consistent accuracy (as accurate as ±1% for many products).

For actual performance figures of the Mateer Electric Filler with a particular product, we suggest you send us a sample. We'll forward full test data and complete operating details by return mail. *Write now!* or call Berwyn 0700.



Rotor used for filling liquids and viscous materials.



Auger used for filling dry powders.

G. DIEHL MATEER & CO.

LINCOLN HIGHWAY · DEVON, PENNSYLVANIA

The Modern Miracle Can —That's Revolutionizing Industries— Creating New Products —Building Startling Sales Results for Established Brands

"Press the Top and Contents Sprays Out!" That's the story of Crown's marvel propulsion can—Spra-tainer. Obviously old-style products that pour out or need applicators can't compete with new brands that spray-on right from the can.

Now being used by scores of Products

WHIPPED CREAM
INSECTICIDES
LACQUERS
PLASTICS
AIR CONDITIONERS
PERFUMES
MOTH-PROOFERS
DEODORANTS

Will your product Spray? It will sell better in a Spra-tainer. Ask to have a Crown Sales Representative call and explain it.

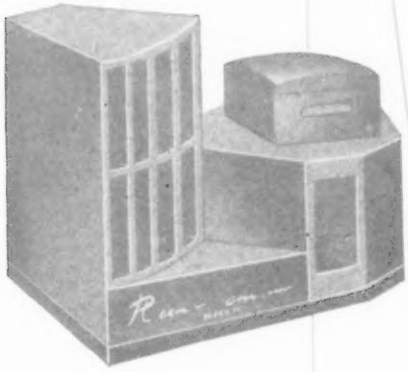
CROWN CAN

One of America's Largest Can Manufacturers

PLANTS AT PHILADELPHIA, BALTIMORE, CHICAGO, ST. LOUIS, HOUSTON, ORLANDO • *Division of the Crown Cork and Seal Company*

ONE CALL for ALL

River Raisin is equipped to supply all of your display requirements. A new and different service . . . as convenient as your telephone. Our Creative Staff supplies the basic idea . . . our Production Experts produce the finished display in our fully equipped Monroe, Michigan plant. You can expect economies because River Raisin is one of the country's largest manufacturers of corrugated and fibre board. The next time you want dimensional displays that produce immediate action call for our *ONE CALL FOR ALL* service.



CREATIVE STAFF FOR IDEAS

STAFF OF VERSATILE ARTISTS

CONSTRUCTION TECHNICIANS

LAMINATION EQUIPMENT

QUALITY PRINTING

DURABLE CARDBOARD

ALL KINDS OF METAL

WOOD AND GLASS

PLASTICS *(FORMED & FLAT)*

PACKING & SHIPPING

River Raisin
DIMENSIONAL DISPLAYS

RIVER RAISIN PAPER COMPANY
DISPLAY DIVISION • MONROE, MICHIGAN

CORRUGATED AND SOLID FIBRE SHIPPING CONTAINERS • PACKING MATERIALS • FIBRE BOARDS • CORRUGATING STRAW • SILICATE OF SODA

Take the easy, low-cost way to give your product the full protection of polyethylene. Use flexible, seamless Plaxpak Layflat tubing. It saves wrapping motion, wrapping time, and makes a better package. There are no corners to catch and no difficult folds to seal. The product is inserted, not enfolded. Layflat tubing comes plain or gusseted. Plax supplies it in continuous rolls, but it can be obtained from your regular converter in the form of bags, envelopes and pouches.

PLAX
FOR PLASTIC SHEET, ROD & TUBES
NOT SUBSTITUTES ··· IMPROVEMENTS

PLAX CORPORATION DIVISION, HARTFORD-EMPIRE CO.
P. O. BOX 1019 ★ HARTFORD 1, CONNECTICUT
In Canada — Canadian Industries, Ltd., Montreal

Tie up to

BBD

ANILINE INK SPECIALISTS

This striking 4-color package Aniline-Process printed with *BBD EXCELLOPAKE INK by DIAPHANE CORPORATION* Philadelphia, Pa.

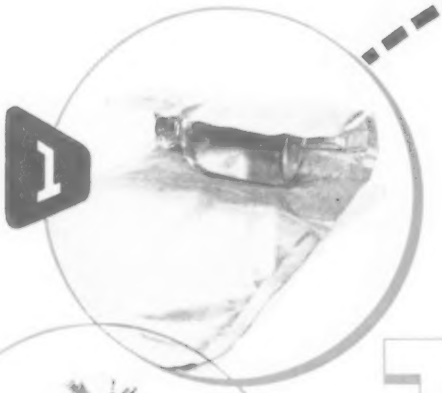
Clean, sharp, brilliant printing on cellophane is no problem when you turn to B B D. For B B D — world's largest producer of aniline inks — brings you inks tailor-made for all types of cellophane . . . *plus* the technical service of aniline printing specialists. Why not contact your nearest B B D office this week for full details.

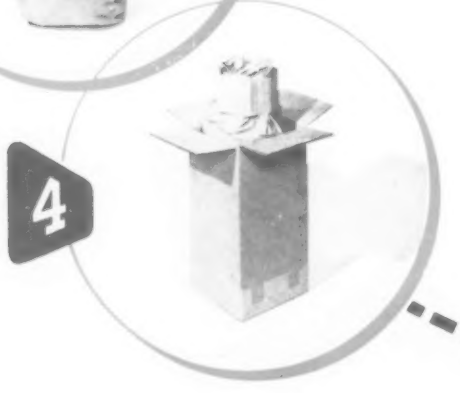
Bensing Bros. and Deeney

LARGEST MANUFACTURERS OF ANILINE INK IN THE WORLD

401 N. BROAD STREET, PHILADELPHIA 8, PA.

Associated Manufacturing Plants: 81 Albion Street, Wakefield, Mass.; 2358 N. Seeley Ave., Chicago 47, Ill.
Export Division: McLaurin-Jones Co., 22 East 41 Street, New York 17, N.Y.
Distributors: A. M. Bojanower, 5270 E. Washington Blvd., Los Angeles 22, Cal.; Manton Brothers, Elizabeth Street, Toronto, Canada





Thumbs down –

on GLASS BREAKAGE...

JIFFY "JUG-PAK"—a new, laboratory tested method of packing ½ and 1 gallon jugs—for single unit shipment, by Parcel Post and Express—has been specifically developed to check all glass shattering shocks.

Using cushioning, flexible JIFFY PACKING PADS in conjunction with a corrugated board collar, the "JUG-PAK" assures your glass packed product absolute safety during shipment and subsequent handling.

Trained Jiffy packing engineers are at your service to assist you with your glass packing problems.

Jiffy

JIFFY MANUFACTURING COMPANY

380 FLORENCE AVENUE • HILLSIDE • NEW JERSEY

PACIFIC COAST REPRESENTATIVE: RAY T. EBERT CO. • 502 MINNESOTA ST. • SAN FRANCISCO 7 • CALIF.

Ever popular

SATINETTE

Year in, year out, Satinette continues to be a favorite when the call is for an appealing, easy-on-the-pocket cover paper.

Satinette has the outstanding working, folding and gluing characteristics demanded for quality boxmaking. 47 shades give you a wide, adaptable selection. A variety of embossed patterns provide a multitude of pleasing effects.

Available in rolls and sheets.

●

Samples and Prices on Request

KUPFER BROS. CO.
4 ASTOR PLACE, NEW YORK 3, N. Y.

Manufacturers of Surface Coated Papers Since 1845

KUPFER BROS. PAPER CO.
145 West Hubbard St.
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Canadian Representatives:
FANCY PAPERS CORPORATION
215 Victoria Street
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Branches in: BOSTON • PHILADELPHIA • SEATTLE • SAN FRANCISCO

THE COLLIE was originally used for herding sheep. Queen Victoria's admiration for the breed encouraged development of the modern collie which is much larger than its ancestors.

Take No Chances—

Buy Boxes By Their Pedigree

EXPERIENCED BUYERS know there is *extra* assurance in buying boxes with a pedigree.

That's why P. Ballantine & Sons rely on Union boxes to carry great quantities of their famous beer and ale from brewery to dealers' shelves.

Many other makers of national brand merchandise know the Union shield on a box means it is made by the leader in Kraft packaging, operating five of the world's largest paper machines in a completely integrated pulp-to-container plant. Linked with this great plant are tremendous forest resources and four modern box plants—and one management with one high standard of quality control supervises everything from timber to finished box.

That is why makers of many national brand products know that Union corrugated boxes give *extra* assurance of consistent quality, consistent service and fair price.

TRADE MARK
UNION

Dependable Packaging Since 1872

UNION Corrugated Containers

UNION BAG & Paper Corporation

Principal Offices: WOOLWORTH BLDG., NEW YORK 7, N. Y.

***Corrugated Container Plants:* SAVANNAH, GEORGIA • CHICAGO, ILLINOIS • TRENTON, NEW JERSEY**

Since 1908 TEAMWORK to give

carton buyers the finest in production skills

plus every service advantage.

CHICAGO CARTON COMPANY

CHICAGO CARTON COMPANY

4200 SOUTH CRAWFORD AVENUE
CHICAGO 32, ILLINOIS

DESIGNED for BETTER { PACKAGING SALES

Because they're product-engineered by R. C. Can design specialists

Containers aren't "jack-of-all-trades". By careful research and study into both the product characteristics and packaging requirements, R. C. Can engineers are able to design containers that are "tailored" to each specific product. Functional features—such as filling, dispensing and stacking are combined with eye and buy-appeal, to assure more profitable and efficient packaging—for every industry served.

Complete, Economical Packaging Service

From planning . . . testing . . . and manufacturing your package . . . to designing your closure and label . . . to printing and applying the label . . . the containers are delivered ready for filling . . . packaging service from *one* dependable source.

R·C· CAN COMPANY

R.C.CAN CO. The Stamp of Quality ST. LOUIS, MO.

BRANCH FACTORIES: ARLINGTON, TEX.; RITTMAN, O.; KANSAS CITY, MO.

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S. W. SCOTT, 608 McCall Bldg., Memphis 3, Tenn.
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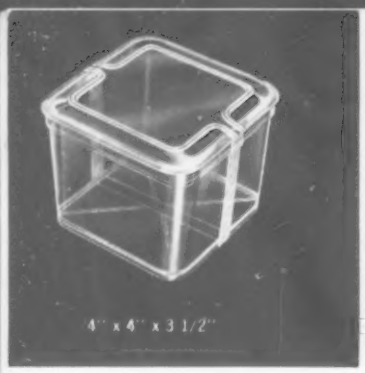
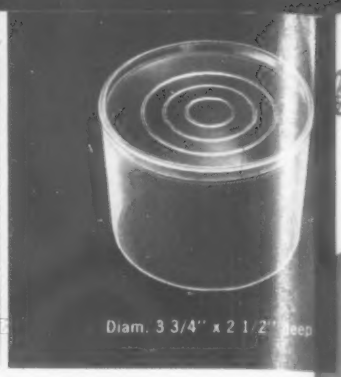
C. J. TAUGHER, 1628 W. Wisconsin, Milwaukee 3, Wis.
R. J. WATERS, 516 Fifth Ave., New York, N. Y.
EDWIN F. DELINE CO., 224 W. Alameda, Denver 9, Colo.
W. L. BENNETT, 126 S. Third St., Minneapolis 1, Minn.
L. C. MORRIS CO., 1125 Spring St., N. W., Atlanta, Ga.
H. K. GRINSTEAD, 633 S. 5th St., Louisville, Ky.
ALLIED PAPER SPECIALTY SALES
P. O. Box 1082, Pittsburgh 30, Penna.


4" x 4" x 3 1/2"

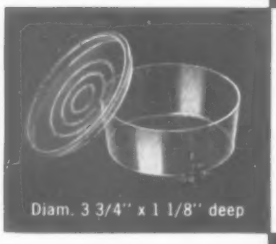
Diam. 6" x 2 1 2" deep

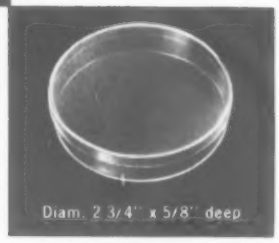
10 1/2" x 13 1/2" x 4 7/8"


Diam. 3 3/4" x 2 1/2" deep

The best RIGID PLASTIC BOXES *are Injection Molded by* TRI-STATE

4 5/8" x 4 5/8" x 1 1/4"


Diam. 3 3/4" x 1 1/8" deep


Diam. 2 3/4" x 5/8" deep

PACKAGE IN PLASTIC—IN RIGID PLASTIC—FOR ADDED PROTECTION — GREATER POINT-OF-SALE APPEAL — BONUS UTILITY BOXES YOUR CUSTOMERS CAN USE

Feature your product in one of these gleaming, crystal-clear rigid plastic showcases. Tri-State Rigid Plastic Boxes give contents complete protection from dust, dirt, contamination, and other harmful agents. They provide buyers with bonus utility boxes that can be used in a thousand ways.

There's a Tri-State Rigid Plastic Box to fit your product, build your sales, cut down on your packaging operations. If we cannot satisfy your needs from our wide range of stock sizes and shapes, we'll mold to your specifications.

NOTICE: We are the sole inventors and originators. Patents have been applied for on all these designs, and infringers will be prosecuted.

Diam. 4 3/8" x 3/4" deep

7 3/4" x 10 3/4" x 4"

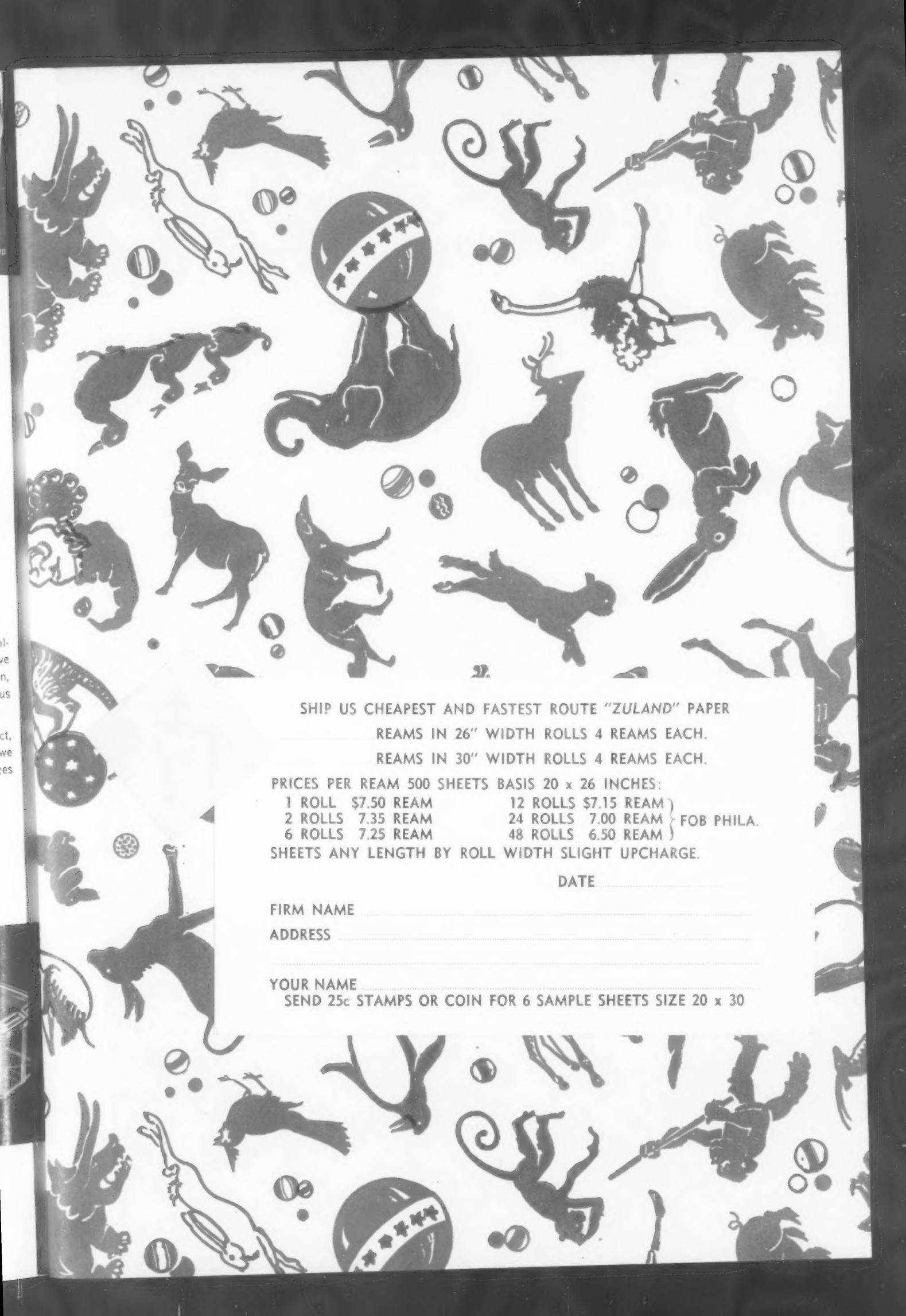
Diam. 4" x 2 1/2" deep

4" x 8" x 3 1/2"

TRI-STATE PLASTIC MOLDING COMPANY

HENDERSON, KENTUCKY

New York Offices: 12 E. 41st Street—Murray Hill 3-6572



SHIP US CHEAPEST AND FASTEST ROUTE *"ZULAND"* PAPER

REAMS IN 26" WIDTH ROLLS 4 REAMS EACH.

REAMS IN 30" WIDTH ROLLS 4 REAMS EACH.

PRICES PER REAM 500 SHEETS BASIS 20 x 26 INCHES:

1 ROLL $7.50 REAM	12 ROLLS $7.15 REAM	FOB PHILA.
2 ROLLS 7.35 REAM	24 ROLLS 7.00 REAM	
6 ROLLS 7.25 REAM	48 ROLLS 6.50 REAM	

SHEETS ANY LENGTH BY ROLL WIDTH SLIGHT UPCHARGE.

DATE .....

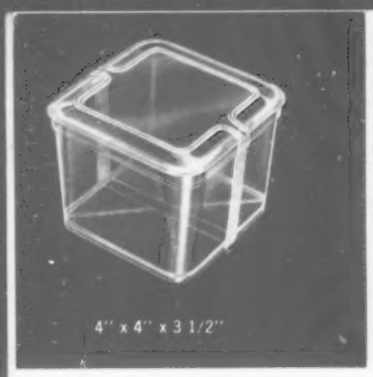
FIRM NAME .....

ADDRESS .....

.....

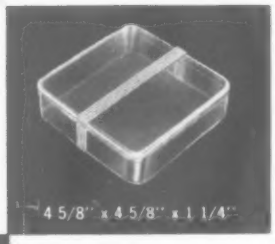
YOUR NAME .....

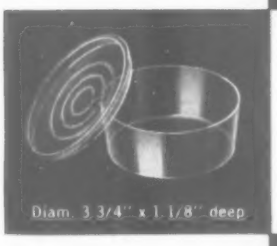
SEND 25c STAMPS OR COIN FOR 6 SAMPLE SHEETS SIZE 20 x 30

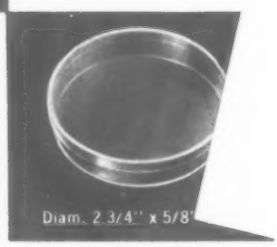


The best **RIGID PLASTIC BOXES** *are Injection Molded by* **TRI-STATE**

PACKAGE IN PLASTIC—IN RIGID PLASTIC—
FOR ADDED PROTECTION — GREATER
POINT-OF-SALE APPEAL — BONUS
BOXES YOUR CUSTOMERS CAN USE

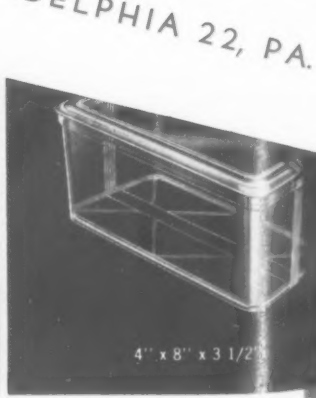






Post Card

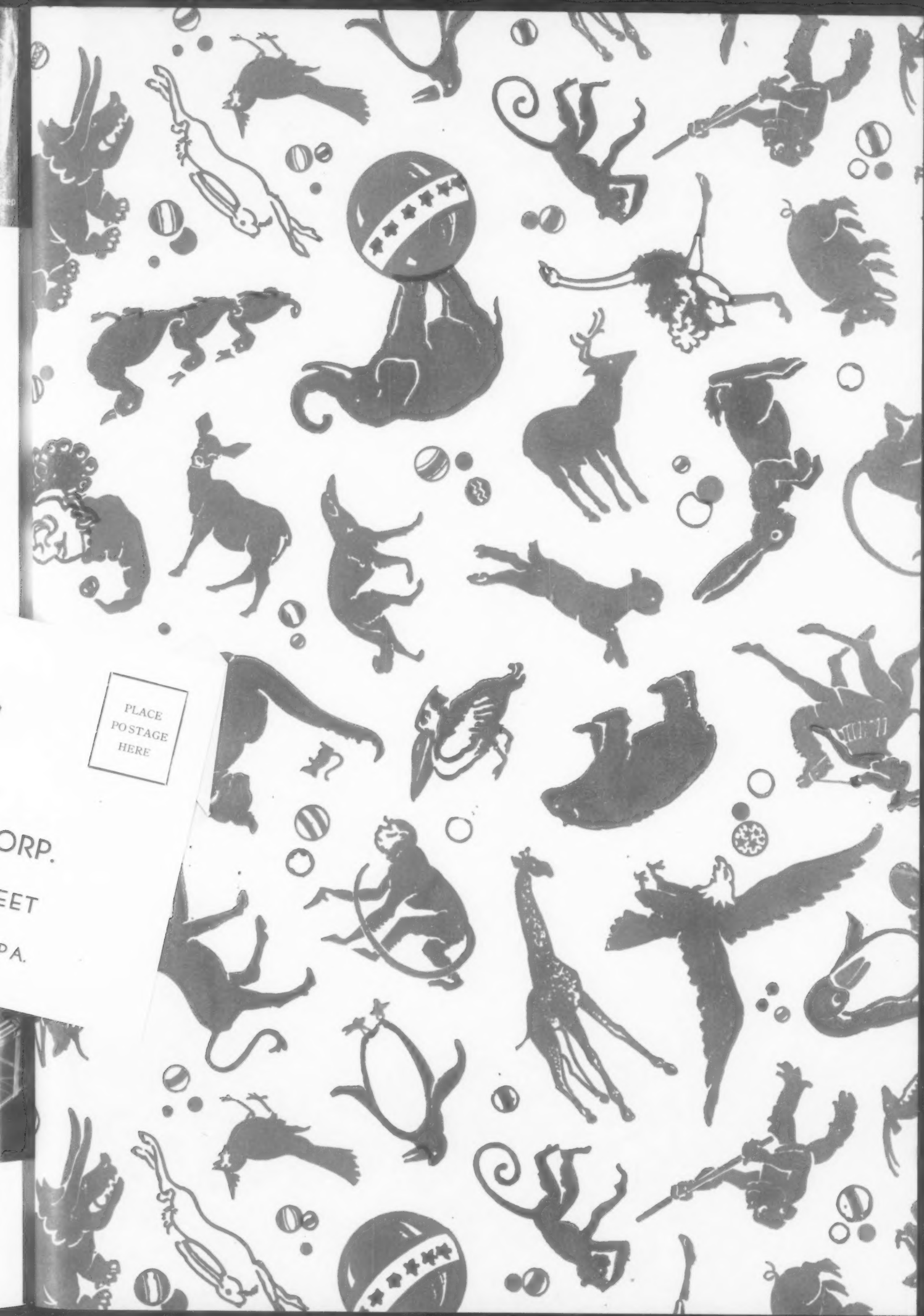
MATTHIAS PAPER CORP.
165 W. BERKS STREET
PHILADELPHIA 22, PA.



TRI-STATE PLASTIC MOLDING COMPANY

HENDERSON, KENTUCKY

New York Offices: 12 E. 41st Street—Murray Hill 3-6572


PLACE
POSTAGE
HERE
ORP.
EET
PA.

Since 1908 TEAMWORK to give

carton buyers the finest in production skills

plus every service advantage.

CHICAGO CARTON COMPANY

CHICAGO CARTON COMPANY

4200 SOUTH CRAWFORD AVENUE
CHICAGO 32, ILLINOIS

DESIGNED for BETTER PACKAGING SALES

Because they're product-engineered by R. C. Can design specialists

Containers aren't "jack-of-all-trades". By careful research and study into both the product characteristics and packaging requirements, R. C. Can engineers are able to design containers that are "tailored" to each specific product. Functional features—such as filling, dispensing and stacking are combined with eye and buy-appeal, to assure more profitable and efficient packaging—for every industry served.

Complete, Economical Packaging Service

From planning . . . testing . . . and manufacturing your package . . . to designing your closure and label . . . to printing and applying the label . . . the containers are delivered ready for filling . . . packaging service from *one* dependable source.

R·C· CAN COMPANY

R.C. CAN CO. The Stamp of Quality ST. LOUIS, MO.

BRANCH FACTORIES: ARLINGTON, TEX., RITTMAN, O., KANSAS CITY, MO.

SALES OFFICES:

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S. W. SCOTT, 608 McCall Bldg., Memphis 3, Tenn.
CAN SUPPLY CO., 1709 W. 8th St., Los Angeles 14, Calif.
C. J. TAUGHER, 1628 W. Wisconsin, Milwaukee 3, Wis.
R. J. WATERS, 516 Fifth Ave., New York, N. Y.
EDWIN F. DELINE CO., 224 W. Alameda, Denver 9, Colo.
W. L. BENNETT, 126 S. Third St., Minneapolis 1, Minn.
L. C. MORRIS CO., 1125 Spring St., N. W., Atlanta, Ga.
H. K. GRINSTEAD, 633 S. 5th St., Louisville, Ky.
ALLIED PAPER SPECIALTY SALES
P. O. Box 1082, Pittsburgh 30, Penna.

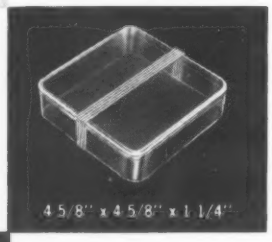
4" x 4" x 3 1/2"

Diam. 6" x 2 1 2" deep

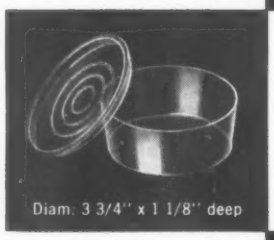
10 1/2" x 13 1/2" x 4 7/8"

Diam. 3 3/4" x 2 1 2" deep

The best RIGID PLASTIC BOXES *are Injection Molded by* TRI-STATE



4 5/8" x 4 5/8" x 1 1/4"



Diam. 3 3/4" x 1 1/8" deep

Diam. 2 3/4" x 5/8" deep

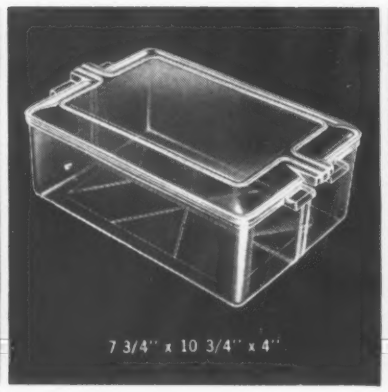
PACKAGE IN PLASTIC—IN RIGID PLASTIC—FOR ADDED PROTECTION — GREATER POINT-OF-SALE APPEAL — BONUS UTILITY BOXES YOUR CUSTOMERS CAN USE

Feature your product in one of these gleaming, crystal-clear rigid plastic showcases. Tri-State Rigid Plastic Boxes give contents complete protection from dust, dirt, contamination, and other harmful agents. They provide buyers with bonus utility boxes that can be used in a thousand ways.

There's a Tri-State Rigid Plastic Box to fit your product, build your sales, cut down on your packaging operations. If we cannot satisfy your needs from our wide range of stock sizes and shapes, we'll mold to your specifications.

NOTICE: We are the sole inventors and originators. Patents have been applied for on all these designs, and infringers will be prosecuted.

Diam. 4 3/8" x 3/4" deep



7 3/4" x 10 3/4" x 4"

Diam. 4" x 2 1/2" deep

4" x 8" x 3 1/2"

TRI-STATE PLASTIC MOLDING COMPANY

HENDERSON, KENTUCKY

New York Offices: 12 E. 41st Street—Murray Hill 3-6572

11 out of 12

WINDOW BOX PRIZE WINNERS

in the 1949 folding paper box competition have LUMARITH* transparent film windows

Every day more and more manufacturers are finding that Lumarith Transparent film windows sell more merchandise.

CELANESE CORPORATION OF AMERICA· Plastics Division, Transparent Films Dept. 8-G, 180 Madison Avenue, New York 16, N. Y.

LUMARITH* TRANSPARENT FILM

A Celanese* PLASTIC

*Reg. U. S. Pat. Off.

WIRZ
Tubes

Project Your Product's Appeal—Assure Protection and Convenience

To wit: the definitely masculine Kings Men Brushless Shaving Cream. Here the keynote is luxury without loss of the requisites of every good container . . . protection, convenience and sales appeal.

Superior merchandising self-dispensers for creams, pastes, powders and liquids, Wirz Collapsible Metal Tubes are sturdy, sanitary, attractive. They capture the mood of your product decoratively and project it over the counter . . . in the customer's hand. At the same time, the uniform walls and construction of Wirz Tubes keep your product free from contamination down to the very last quarter inch.

Let us discuss these highly marketable Wirz features and what they can mean to your packaging and sales. Call or write our nearest representative. He will gladly cooperate with you. No obligation, of course. Send for our new Tube booklet #7.

ESTABLISHED 1836
A. H. WIRZ Inc.

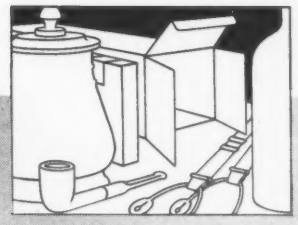
CHESTER, PA.
Fourth & Cole Sts.

New York 17, N.Y. 50 E. 42nd St. | Chicago 4, Ill. 80 E. Jackson Blvd. | Memphis 2, Tenn. Wurzburg Bros. | Los Angeles 14, Calif. 1709 W. Eighth St. | Havana, Cuba Roberto Ortiz Planes, Roberto Ortiz Hector

Export Division—755 Drexel Bldg., Philadelphia 6, Pa.

Collapsible Metal Tubes • Lacquer Linings • Wax Linings • Westite Closures • Soft Metal Tubing • Household Can Spouts • Applicator Pipes • Compression-Injection Molding

In Masculine Items, For Instance -



THE CLAY-COATED BOX BOARD THAT'S CUSTOM-MADE FOR EVERY ORDER

Achieve Packaging Perfection with Ridgelo . . .
Cleaner Printing, Brighter Colors, Glossier Finish

Good merchandisers recognize the value of smart styling in every detail! That's why Ridgelo cartons play such an important part in promoting the sales of leading lines of belts, suspenders, tobacco, liquors and many other masculine needs . . . for Ridgelo turns eye-appeal into buy-appeal!

Add a big plus in sales to *your* product with Ridgelo clay-coated boxboard, and make the most of good package design. Every order is custom-made, catered to your individual printing and filling requirements. Packaging by Ridgelo conveys the prestige of your name, strengthens product identification!

Ridgelo's amazing uniformity protects you from variation in package appearance, even in repeat orders . . . and its brighter, smoother surface takes printing wonderfully. Color-true, light-resistant pigments keep your package fresh and new looking.

When you choose Ridgelo, you get real *quality* . . . the kind that sends production volume *up* and production costs *down*. Step up the appearance of your packages, step up the sales of your product, with this finer box board!

MADE AT RIDGEFIELD, N. J.
BY LOWE PAPER COMPANY

REPRESENTATIVES

H. B. Royce, Detroit • Philip Rudolph & Sons, Inc., Philadelphia
A. E. Kellogg, St. Louis • Norman A. Buist, Los Angeles

NOW--GREATER STRENGTH AND BEAUTY FOR PLASTAFOL* CARTONS WITH HEAT-SEALING!

We've done it again—to keep you ahead in plastic packaging!

Our famous PLASTAFOL* Cartons—the only clear plastic cartons that *fold flat* for storage and shipment—are now heat-sealed by our exclusive CRYSTOSEEL* process.

To you, this means cartons of superior strength and beauty . . . cartons sealed at the seam into one *solid* piece of clear, top-quality plastic. It's good-bye glue—and in its place a seam you can scarcely see. Crystoseel* is the scientifically controlled way to seal cartons. And it costs you no more.

Look at all the other advantages of PLASTAFOL* Cartons. Check into how they can cut the costs and improve the appearance of your packaging. Write or phone for full information, prices and ideas today!

TROTH·BRIGHT·PAGE
INCORPORATED

Paoli, Pennsylvania. **Phone PAoli 1846**

*Trademark

FACTS ABOUT PLASTAFOL CARTONS

1. Cost less in small sizes than any other rigid plastic carton.

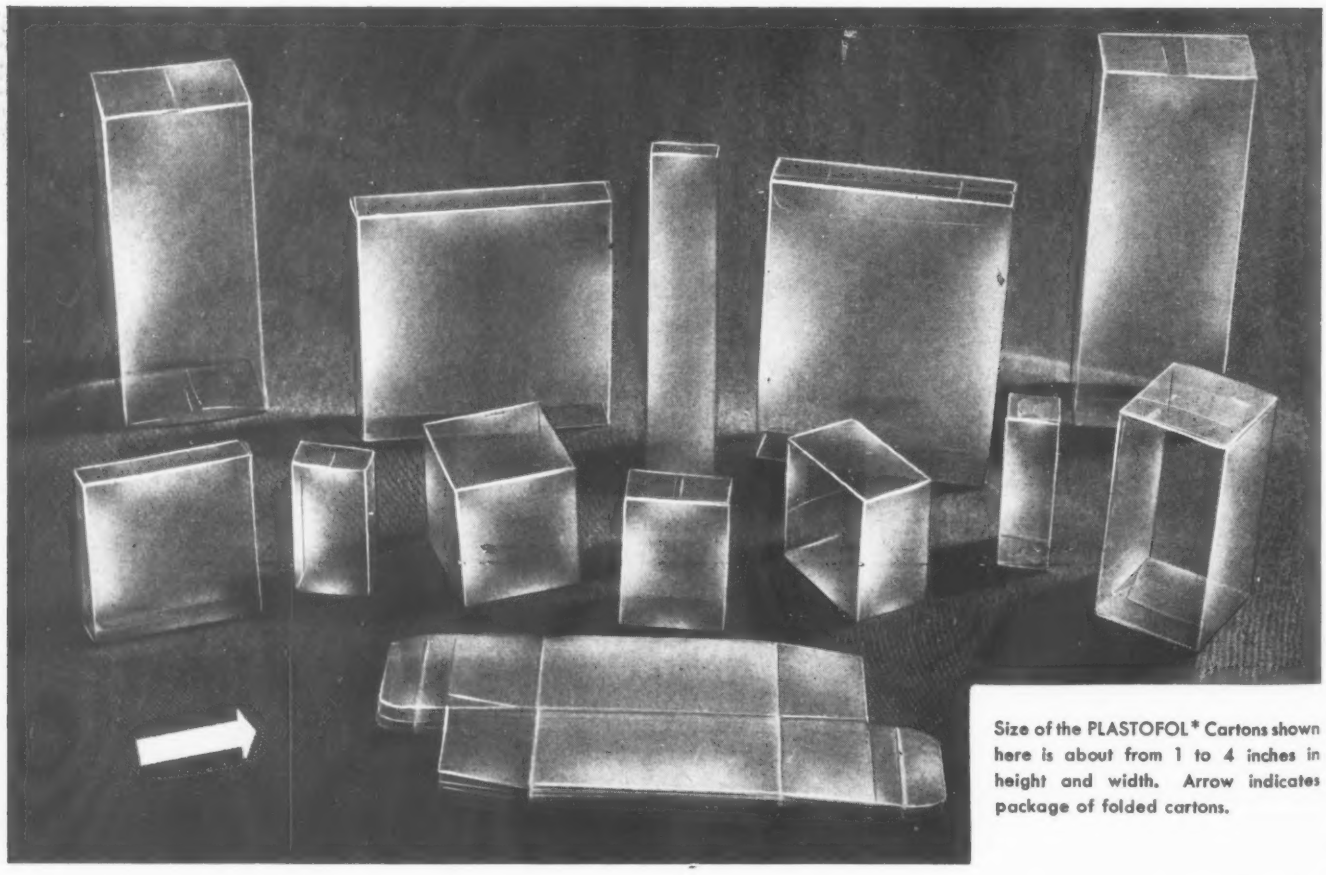
2. Save shipping and storage costs because they *fold flat* (50 or so to the vertical inch!) Fast, easy to set up.

3. Made of beautiful, window-clear plastic of proved durability and strength.

4. Available in a variety of designs and in large runs. Widely used for many types of products, particularly cosmetics.

5. Heat-sealed by CRYSTOSEEL* for strength and beauty.

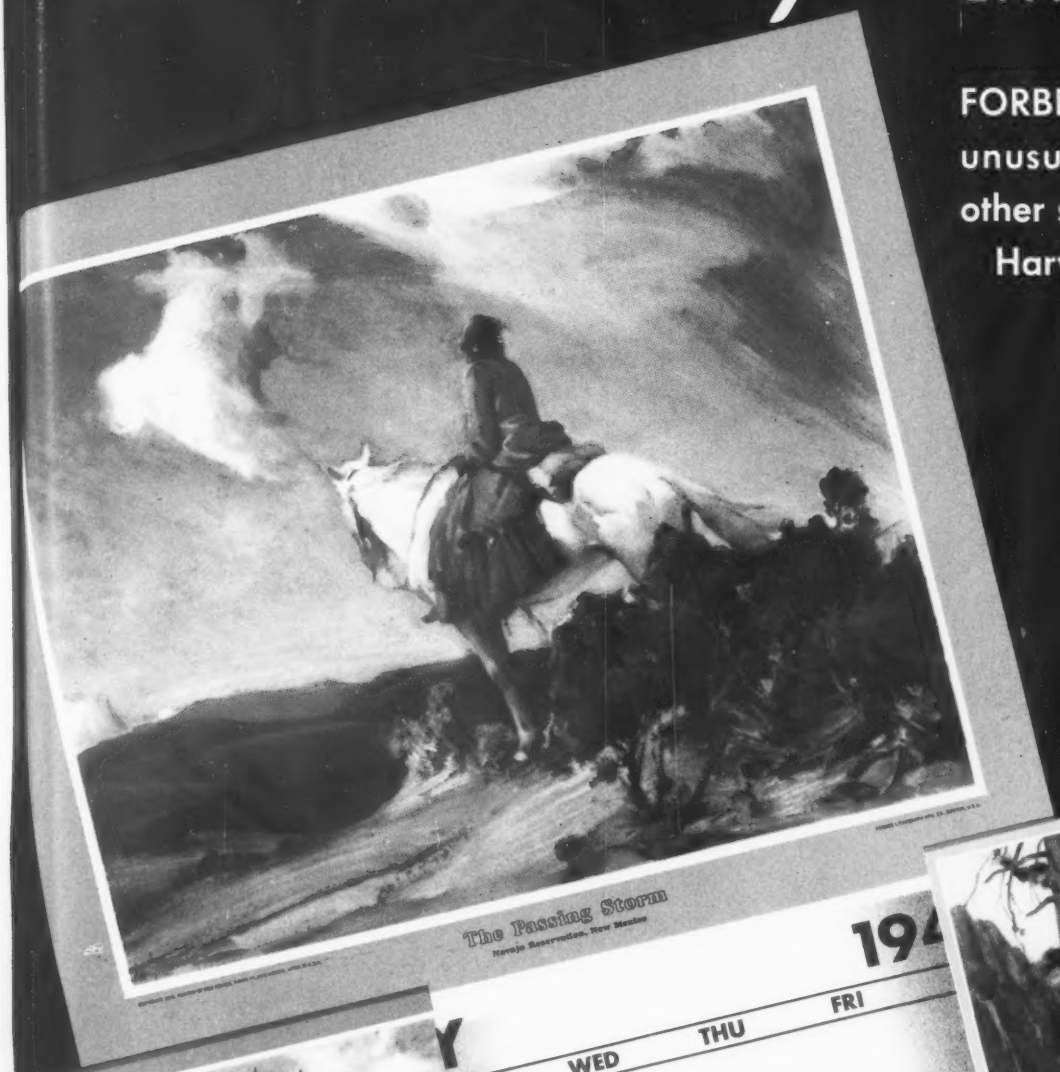
LOOK AT THE VARIETY OF DESIGNS



Size of the PLASTOFOL* Cartons shown here is about from 1 to 4 inches in height and width. Arrow indicates package of folded cartons.

Calendars by FORBES LITHOGRAPH CO.

FORBES facilities can meet unusual demands . . . See other side for International Harvester case history.



PLYMOUTH CORDAGE PRODUCTS

JANUARY 1949

Santa Fe

The 49'ers

JANUARY 1949

HERCULES POWDER COMPANY

1949 Calendars

4-WAYS for INTERNATIONAL HARVESTER

Facilities and skill acquired through nearly 90 years' service to American industries enables Forbes to meet client demands—large and small, regular and unusual. For example, these four 1949 International Harvester calendars—all different in purpose, in concept and in execution:

- Giant Industrial Pictorial
- General use 6-page Pictorial
- Utility 3-months-to-a-leaf
- Human Interest Safety Pictorial

Forbes can produce a calendar for you which will be entirely YOURS, to present YOUR story YOUR way.

FORBES
LITHOGRAPH CO.
Boston

NEW YORK · CHICAGO · CLEVELAND · ROCHESTER, N. Y.

Hazel-Atlas
Glass Co.
Wheeling, West Virginia
Got a problem on your production line with regard to glass containers? Our problem man is at your service. He likes to be called in to solve your problems before they become troubles. No obligation. Make your problems ours.
HE'S OUR PROBLEM CHILD...
But you'll like him

SPECTATORS? or SALESMEN!

An attractively designed Sylvania Band turns your packages into effective, compelling salesmen. They pack selling punch where it counts most—at the point of sale . . . give that extra lift that means more profits for you!

SYLVANIA® Bands

"Sealed for PROTECTION . . . Sealed to SELL!"

SYLVANIA® CELLOPHANE®

SYLVANIA DIVISION AMERICAN VISCOSE CORPORATION

Manufacturers of cellophane and other cellulose products since 1929

General Sales Office: 350 Fifth Avenue, New York 1, N.Y.

Pacific Coast Representative for Sylvania Bands: King and Anderson, 1355 Market Street, San Francisco, California

Canadian Representative for Sylvania Bands: Charles S. Thomson Agencies, 570 Queen Street, E., Toronto 2, Canada

combo . . .

. . . (kombō), n. An Americanism indicating a merchandising device by which individual products with lagging sales are inexpensively combined to create multiple sales at a profit.

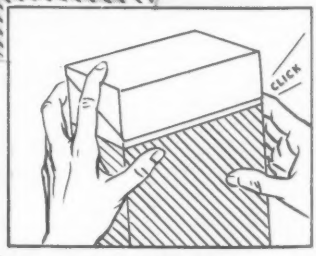
Fifty years of working with America's leading sales-promotion managers in the designing and production of all types of point-of-sale material equips us to do a real job for YOU - now!

BROOKS & PORTER, inc.

304 HUDSON STREET • NEW YORK 13, N. Y.

Two More Examples

OF GARDNER PACKAGING INGENUITY...



Ingenious top "clicks" closed—stays closed—without a fastener!

Shoe boxes that actually help sell shoes... cut delivery costs...do an effective advertising job for the store

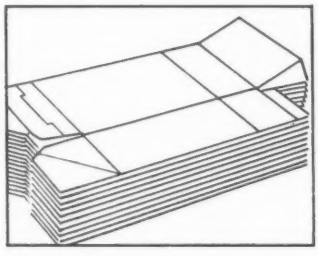
The possibilities of better packaging in any field are endless. For example, take the retail shoe business. Instead of handing a woman her new shoes in a paper bag, or sending them home in an orthodox box, smart retailers now are using handy, colorful Gardner-designed boxes that look like overnight cases. And what's been the result?

Women—particularly teen-agers and the campus set—want these boxes, and they go to the stores that feature them. They are more than shoe boxes. They're "neat" for carrying overnight articles, for use as sewing or knitting kits. They have that smart hand-bag look, and women are proud to carry their shoes out of the store in them. That not only cuts delivery costs, but with the store name imprinted on the box, it becomes a "walking billboard" for the store.

MAYBE WE CAN ADD MORE SALES-APPEAL TO YOUR PRODUCT

Gardner experts are old hands at putting new sales touches in all types of packages for all types of products —from electric irons and shotguns to tobacco seed. If you have a new product that needs a new packaging idea—an old package that needs a new touch of imagination—a product that's hard to package—get in touch with Gardner. We'll be glad to tackle the assignment. And without obligation, of course.

Automatic handle pops up as box is set up . . . snap clasp keeps box closed!



Boxes fold flat for economical storing and shipping—set up quickly and easily.

MAKE MORE EYES REACH FOR YOUR PRODUCT IN CARTONS OF COATED LITHWITE*

These smart shoe boxes make use of the extra eye-appeal of *Coated* Lithwite, the quality clay-coated board that's whiter . . . brighter. Colors hold up brilliantly on *Coated* Lithwite . . . pictures reproduce with true-to-life realism. Rub-resisting. Fade-resisting. Both cartons of *Coated* Lithwite and *Coated* Lithwite paperboard are available.

THE GARDNER BOARD AND CARTON CO.

Formerly The Gardner-Richardson Co.

Manufacturers of Folding Cartons and Boxboard, Middletown, Ohio

Sales Representatives in Boston, Chicago, Cleveland, Detroit, New York, Philadelphia, Pittsburgh, St. Louis

*Reg. U.S. Pat. Off.

Now BRACH prevents hard candy from sticking together in hot weather!

Another outstanding example of

VisQueen* *film packaging!*

Brach's experience with VISQUEEN film packaging has been duplicated by many another big name in American business. We'll be happy to help you, too.

Write for samples and complete information

Hard candies often give their makers a hard time of it—especially in warm, humid climates. Usual methods of packaging failed to seal out moisture. This caused such gooeyness that all the candy pieces welded into one solid lump. Eye-appeal, appetite-appeal "took it on the chin." The only solution seemed to be costly, individually-wrapped candy pieces.

Then the Brach people heard about VISQUEEN film—and the almost unbelievable moisture-proofing job it's been doing.

A test package of transparent VISQUEEN film was developed. Heat-sealed at both top and bottom, the new VISQUEEN film bag proved absolutely moisture-tight. Under the most extreme summertime conditions, candy pieces kept the desired hardness, did not become sticky. Another advantage: VISQUEEN film is strong; square-edged hard candies don't pierce it. And a single wrap is ample—a definite advantage over the double wrap film commonly used.

The South—formerly out of bounds for these candies—is now a big new market for Brach. And folks *everywhere* can now enjoy fresh, crisp Brach hard candies in July as well as in January!

Guaranteed by Good Housekeeping

VisQueen* FILM . . . A PRODUCT OF THE VISKING CORPORATION

*T. M. The Visking Corporation

PRESTON DIVISION • TERRE HAUTE, INDIANA

AVENIZED • MYCOBAN & DRY WAXED PARCHMENT

•

BUTTER WRAPPERS

•

OLEOMARGARINE WRAPPERS

•

MILK & ICE CREAM CAN TOPS

•

MEAT WRAPPERS

•

LARD CARTON LINERS

•

VEGETABLE SHORTENING CARTON LINERS

•

BUTTER TUB LINERS & CIRCLES

•

BUTTER BOX LINERS

•

SLICED BACON WRAPPERS

•

FISH FILLET WRAPPERS & INSERTS

•

CELERY WRAPPERS

•

LINERS FOR MEAT TINS

•

POULTRY WRAPPERS

•

CHEESE WRAPPERS

•

TAMALE WRAPPERS

•

MANY OTHERS

West Carrollton GENUINE VEGETABLE Parchment

IS VERSATILE, TOO!

YOU should get the full protection afforded by West Carrollton Genuine Vegetable Parchment. It is ODORLESS, TASTELESS, GREASE RESISTANT and INSOLUBLE. It has great STRENGTH, too, and *keeps* its strength—wet or dry. Complete facilities right in our own plant for printing in one or more attractive colors (with special inks).

WEST CARROLLTON PARCHMENT COMPANY

WEST CARROLLTON, OHIO

An extra reason why your Oxford Paper Merchant is

A Good Man to Know

This Oxford Paper Selector Chart is so informative, so practical, you'll find it an important time and trouble-saver in selecting the right paper for your job. Your Oxford Paper Merchant has one for you now—you'll find it just one of many reasons why he's a good man to know!

If there's no Oxford Paper Merchant near you, mail coupon for your **FREE** copy today.

Oxford Paper Company, Dept. 33
230 Park Avenue, New York 17, N. Y.

Please send me a copy of your new Oxford Paper Selector Chart.

NAME . . . . . .

COMPANY . . . . . .

ADDRESS . . . . . .

CITY & ZONE . . . . . STATE . . . . . .

Albany, N. Y.	W. H. Smith Paper Corp.
Augusta, Maine	Carter, Rice & Co. Corp.
Baltimore, Md.	The Mudge Paper Co.
Bethlehem, Pa.	Wilcox-Walter-Furlong Paper Co.
Boise, Idaho	Blake, Moffitt & Towne
Boston, Mass.	Carter, Rice & Co. Corp.
Buffalo, N. Y.	Franklin-Cowan Paper Co.
Charlotte, N. C.	Caskie Paper Co., Inc.
Chattanooga, Tenn.	Bond-Sanders Paper Co.
Chicago, Ill.	Bermingham & Prosser Co. Bradner, Smith & Co.
Cincinnati, Ohio	The Johnston Paper Co. The Whitaker Paper Co.
Cleveland, Ohio	The Cleveland Paper Co.
Columbus, Ohio	Scioto Paper Co.
Dayton, Ohio	Cincinnati Cordage Co. The Whitaker Paper Co.
Des Moines, Iowa	Bermingham & Prosser Co.
Detroit, Mich.	Chope Stevens Paper Co.
Fresno, Calif.	Blake, Moffitt & Towne
Hartford, Conn.	Green & Low Paper Co., Inc.
Indianapolis, Ind.	MacCollum Paper Co.
Jacksonville, Fla.	Jacksonville Paper Co.
Kalamazoo, Mich.	Bermingham & Prosser Co.
Kansas City, Mo.	Bermingham & Prosser Co.
Knoxville, Tenn.	Louisville Paper Co.
Lincoln, Neb.	Western Newspaper Union
Little Rock, Ark.	Roach Paper Co.
Long Beach, Calif.	Blake, Moffitt & Towne
Los Angeles, Calif.	Blake, Moffitt & Towne
Louisville, Ky.	Louisville Paper Co.
Lynchburg, Va.	Caskie Paper Co., Inc.
Manchester, N. H.	C. H. Robinson Co.
Memphis, Tenn.	Louisville Paper Co.
Miami, Fla.	Everglades Paper Co.
Milwaukee, Wis.	Allman-Christiansen Paper Co. Sensenbrenner Paper Co.
Minneapolis, Minn.	Wilcox-Mosher-Leffholm Co.
Nashville, Tenn.	Bond-Sanders Paper Co.
Newark, N. J.	Bulkley, Dunton & Co., Inc.
New Haven, Conn.	Bulkley, Dunton & Co., Inc.
New York, N. Y.	Baldwin Paper Co., Inc. Bulkley, Dunton & Co., Inc. Green & Low Paper Co., Inc. Miller & Wright Paper Co. The Whitaker Paper Co.
Oakland, Calif.	Blake, Moffitt & Towne
Omaha, Neb.	Western Paper Co.
Philadelphia, Pa.	Atlantic Paper Co. Wilcox-Walter-Furlong Paper Co.
Phoenix, Ariz.	Blake, Moffitt & Towne
Pittsburgh, Pa.	General Paper Corp.
Portland, Maine	C. H. Robinson Co.
Portland, Ore.	Blake, Moffitt & Towne
Providence, R. I.	Carter, Rice & Co. Corp.
Richmond, Va.	Cauthorne Paper Co.
Rochester, N. Y.	Genesee Valley Paper Co.
Sacramento, Calif.	Blake, Moffitt & Towne
St. Louis, Mo.	Bermingham & Prosser Co. Shaughnessy-Kniep-Hawe Paper Co. Tobey Fine Papers, Inc.
St. Paul, Minn.	Inter-City Paper Co.
San Bernardino, Calif.	Blake, Moffitt & Towne
Salt Lake City, Utah	Western Newspaper Union
San Diego, Calif.	Blake, Moffitt & Towne
San Francisco, Calif.	Blake, Moffitt & Towne
San Jose, Calif.	Blake, Moffitt & Towne
Seattle, Wash.	Blake, Moffitt & Towne
Sioux City, Iowa	Western Newspaper Union
Spokane, Wash.	Blake, Moffitt & Towne
Springfield, Mass.	Bulkley, Dunton & Co., Inc. *(Div. of Carter, Rice & Co. Corp.)* Mill Brand Papers, Inc.
Stockton, Calif.	Blake, Moffitt & Towne
Tacoma, Wash.	Blake, Moffitt & Towne
Tampa, Fla.	Tampa Paper Co.
Toledo, Ohio	Paper Merchants, Inc.
Tucson, Ariz.	Blake, Moffitt & Towne
Washington, D. C.	The Mudge Paper Co.
Worcester, Mass.	Carter, Rice & Co. Corp.

OXFORD PAPERS
Help Build Sales

FIFTIETH ANNIVERSARY 1899 1949

Oxford Paper Company, 230 Park Avenue, New York 17, N. Y.

Oxford Miami Paper Company, 35 East Wacker Drive, Chicago 1, Ill. Mills at Rumford, Maine and West Carrollton, Ohio

WHATEVER YOUR PACKAGING PROBLEM— REMEMBER

DELIGHT THE EYE!

FISHER'S of WEMBLEY

See over for how Fisher's Foils build up Package Appeal

WHATEVER

YOUR

PACKAGING

PROBLEM—

REMEMBER

Fishers Foils

DELIGHT

THE EYE!

See over for how Fisher's Foils build up Package Appeal

Fisher's lead the World in Foil Rolling and Converting

Fisher's Foils of Wembley, England, is not only a household name to hundreds of leading manufacturers and retail distributors all over the world, but their Factory is a veritable "Open Sesame" to all that is modern, original and sparklingly new in Aluminium Foils for wrapping, packaging and carton production.

What Fisher's can do with an ingot of Aluminium would amaze the Alchemist and delight the eye of every sales executive who believes that the right pack is half the sales battle.

Our random sample, which you are now holding, is a Foil rolled to less than 1/1,000th of an inch, printed in Green, Blue and Royal Purple on Silver grained finish and backed with paper or board as required. There are thousands of designs in varying colour combinations for every possible trade.

There are unbacked Foils, too, in an amazing and breath-taking range of beautiful colours—all shimmering and glinting with eye-catching metallic brilliance — for sweet wrapping, boxes and packs. These are also supplied wax and tissue backed for classes of goods demanding additional protection.

For the very smartest, gayest, or the most restrained and dignified packaging material—specify Fisher's Foils. They've got what it takes to make the Sales!

FISHER'S FOILS LTD · WEMBLEY · MIDDLESEX · ENGLAND

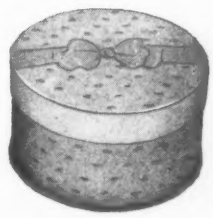
Telephone: WEMbley 6011 *Cables & Grams: Liofnit, Wembley (ABC Code 6th Edn.)*

Wistful Magic

...and a touch of delicate splendor are imparted through the elegant craftsmanship behind Rowell containers.

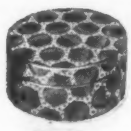
This artistic achievement adds subtle persuasion to the purchase of cosmetics for face and dusting powders and helps send them on to their heavenly missions.

E. N. Rowell Co. Inc.
Manufacturers of Fine Paper Boxes
BATAVIA, N.Y.



50 years of craftsmanship

Boxes for pharmaceuticals



Magnificent color printing

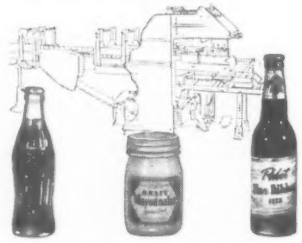
WHEN YOU *Must* REDUCE COSTS — USE

STANDARD-KNAPP PACKAGING MACHINES

WHEN YOU'VE got to buckle down, when you've got to make every minute and every motion on your production line pay off, you can't afford ordinarily efficient equipment — you need Standard-Knapp packaging machinery.

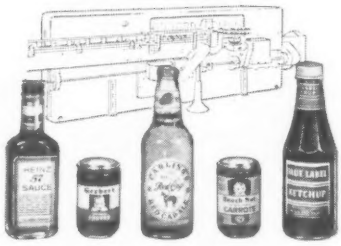
Whether you require just one machine, or a complete new packaging line . . . whether you use cans, bottles, or cartons . . . Standard-Knapp engineering and design experience assure cost-reducing efficiency for every packaging operation.

UNLOADERS



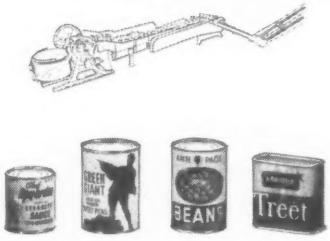
Remove glass containers from carton and place them in single file — or feed them into soakers and washers.

WASHERS



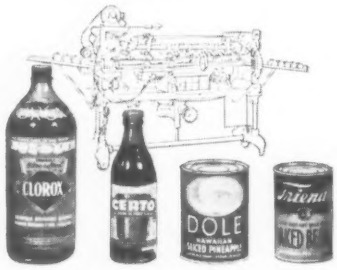
Provide fast, continuous delivery of washed new glass containers, without thermal shock.

UNSCRAMBLERS



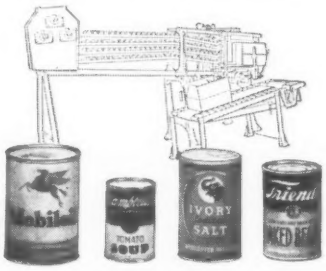
Rapidly arrange cans dumped from crates in single file at operating economies that quickly pay for machines.

LABELERS



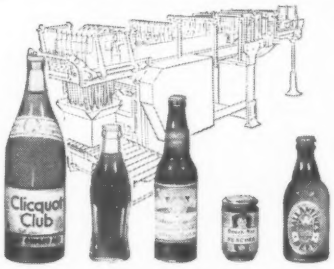
Apply labels with speed and precision, to afford good package appearance at minimum cost.

CAN PACKERS



Place cans quickly and gently into shipping cases in a smooth, cost-saving operating sequence.

BOTTLE PACKERS



Automatically pack bottles into trays or cases, and pay for themselves in efficiency.

CARTON PACKERS

Automatically pack cartons of all sizes and shapes into display or shipping cases with maximum speed and economy.

GLUERS AND SEALERS

Apply glue to the carton or shipping case, not to the contents; insure strength with neat, economical sealing.

STANDARD-KNAPP

DIVISION OF HARTFORD-EMPIRE COMPANY

PORTLAND, CONN.

PACKAGED THIS WAY...

Products are their own Display

Eye first aid items are compactly packaged in this OPTI-CLEAN First Aid Eye Kit offered by Ohio First Aid & Pharmacal Co., Cleveland, Ohio.

Because these attractive, plastic boxes show their contents to advantage, inviting purchase, dealers give them *preferential display space.*

Products so packaged and displayed *sell faster*—in *greater volume.*

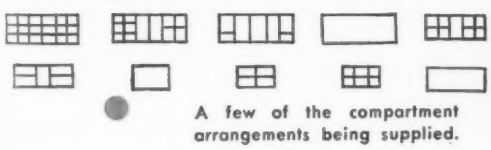
Crystal-clear, light and hard, retaining polish, these boxes come in six standard sizes—with many different partition arrangements. New boxes are constantly being added to the line. Whatever your packaging requirements, our experience can be of value to you.

Write for prices, telling us the kind of merchandise to be carried so that we can write you fully.

Reel repair parts are assembled for convenient use in this kit put out by Joseph Heddon Co., Dowagiac, Michigan.

Standard Sizes

10¾" — 6.4" — 1¾"
8¼" — 4¼" — 1¼"
7½" — 4½" — 1½"
7" — 3½" — 1-3/16"
6¼" — 4" — 1½"
4½" — 2¾" — 1"



A few of the compartment arrangements being supplied.

PLASTICS DIVISION

The VLCHEK TOOL COMPANY

3001 EAST 87th STREET • CLEVELAND 4, OHIO

the eyes of the world delight in special trademarks and designs created for the greatest names in merchandising!

by LACHMAN-NOVASEL

america's outstanding firm for this special kind of work!

ABBOTT LABORATORIES, INC. • HOUSE OF TRE-JUR, INC.
B. ALTMAN & CO. • THE HUB
AMERICAN SWISS FILE & TOOL CO. • HUTZLER BROS. CO.
AMERICAN TOBACCO COMPANY • FRANK R. JELLEFF, INC.
L. BAMBERGER & CO. • JOHN HUDSON MOORE, INC.
BONWIT-TELLER, INC. • LANSBURGH & BROS.
BOURJOIS, INC. • LORD & TAYLOR
I. H. COHEN & SON, INC. • MACY'S NEW YORK
CORO, INC. • MARTIN'S
CORTICELLI SILK CO. • J. C. PENNEY CO.
ENTERPRISE MANUFACTURING CO • PIONEER SUSPENDER CO.
FRANKLIN SHOPS, INC. • SAGE-ALLEN & CO.
JULIUS GARFINCKEL & CO. • SAKS FIFTH AVENUE
B. GERTZ, INC. • SCHIAPARELLI PARFUM, INC.
GOLDBERGER DOLL CORP. • THE SILVERITE CO.
HECHT BROS. • E. R. SQUIBB & SONS, INC.
THE HECHT CO. • STERN BROS.
HOCHSCHILD, KOHN & CO. • THALHIMER BROS. INC.
HOUSE OF CROYDON, INC. • YARDLEY OF LONDON, INC.

and many more...

Write for free samples and details — no obligation!

LACHMAN-NOVASEL PAPER CORPORATION 109-111 Greene Street New York, New York

Is the container for your product simply a container . . . and nothing more? Or is it a powerful advertising, merchandising and selling force at work for you?

Many nationally famous products are seen more easily . . . recognized more swiftly . . . bought more quickly . . . because they are packed in rich, royal, eye-stopping Maryland Blue Glass.

BLUE *makes your product easier to see . . .* BLUE *makes your product easier to remember . . .* BLUE *makes your product smartly modern . . .* BLUE *gives rich, distinctive appearance . . .* BLUE *stands out, assures better display . . .* BLUE *advertises your product in the store and home. . .* BLUE *builds profits, steps up repeat sales.*

Let us send you samples of appropriate stock designs. Or, let our design experts create a special bottle or jar for your exclusive use. Write today to Maryland Glass Corporation, Baltimore 30, Maryland.

PACK TO ATTRACT IN

Maryland Blue

Also available in Crystal Clear Glass

Now you can consider Polyethylene film and sheeting with confidence

...there is TUPPER Poly-T continuous film and sheeting 96 inches wide — 1½ mils up in thickness.

This new TUPPER product accepts and discharges the obligations to its users which properly attach to all things made under the code of standards of Leadership.

More things can be done with it; more economical use of it enjoyed than has been possible to contemplate by those casting a calculating eye on Polyethylene film and sheeting for the multiplicity of uses for which it would be so much better than anything else, once it could be confidently relied upon.

And now that confidence is assured. For this is the name of the originator of Tupperware and other products bought so eagerly and used so satisfactorily by housewives from Sitka way down to the "Glades"; across the seas in Holland, Belgium, England, France . . . all over the world.

They all know the name and so, products manufactured from Poly-T film and sheeting by TUPPER, and so identified, such as tubes, bags, drapes, curtains; the largest sizes of bed spreads, table cloths, slip covers . . . for packaging, industrial and scientific applications, are bought because—"Oh yes, that's Tupper".

The supply of Tupper Poly-T continuous film and sheeting, 96 inches wide—1½ mils and up in thickness will be somewhat limited for a time, only because of a shortage of raw material. For this reason it seems to be the thing to do, to recommend that correspondence be started at once, that you may not be disappointed in acquiring your needs.

In drapes, folds and puffs, the satiny sheen of Tupper Poly-T film and sheeting is fascinating. Transparent at close range — softly translucent at short distances. Odorless, tough, pleasant to the touch. Flexible to exceedingly low temperatures such as minus 70 degrees Fahrenheit, Tupper Poly-T film and sheeting is richly endowed with all the attributes you have so long desired.

TUPPER

TUPPER!

TUPPER CORPORATION

Manufacturers of — CONSUMER, INDUSTRIAL, PACKAGING AND SCIENTIFIC PRODUCTS

FACTORIES: Farnumsville, Mass., and Cuero, Texas **New York Show Rooms 225 Fifth Ave.**

ADDRESS ALL COMMUNICATIONS TO: Department A

COPYRIGHT TUPPER CORPORATION 1949

PAR AIR COMPRESSORS

PAR REFRIGERATION COMPRESSORS

WRAP-O-MATIC CANDY & COOKIE WRAPPING MACHINES

LYNCH
CORPORATION
PACKAGE MACHINERY DIVISION
TOLEDO 1, OHIO U. S. A.

MORPAC PAPER PACKAGING MACHINES

MORPAC BUTTER & OLEO PACKAGING MACHINES

GLASS FORMING MACHINES

Plastic vacuum bottle caps, as beautiful as they are functional, are examples of O-I's precision-molding.

Filling big orders FOR SMALL PLASTICS is a picnic for us!

For SP in BV*
O-I
See Owens-Illinois

Our complete molding facilities assure low cost production on items needed in large volume like these vacuum bottle caps.

Whether the item you need is intricate or simple, Owens-Illinois matches its design with the right molding process for the most efficient production.

Expert engineers, skilled technicians and the most modern equipment combine to produce your plastic item quickly, accurately and at *low cost.*

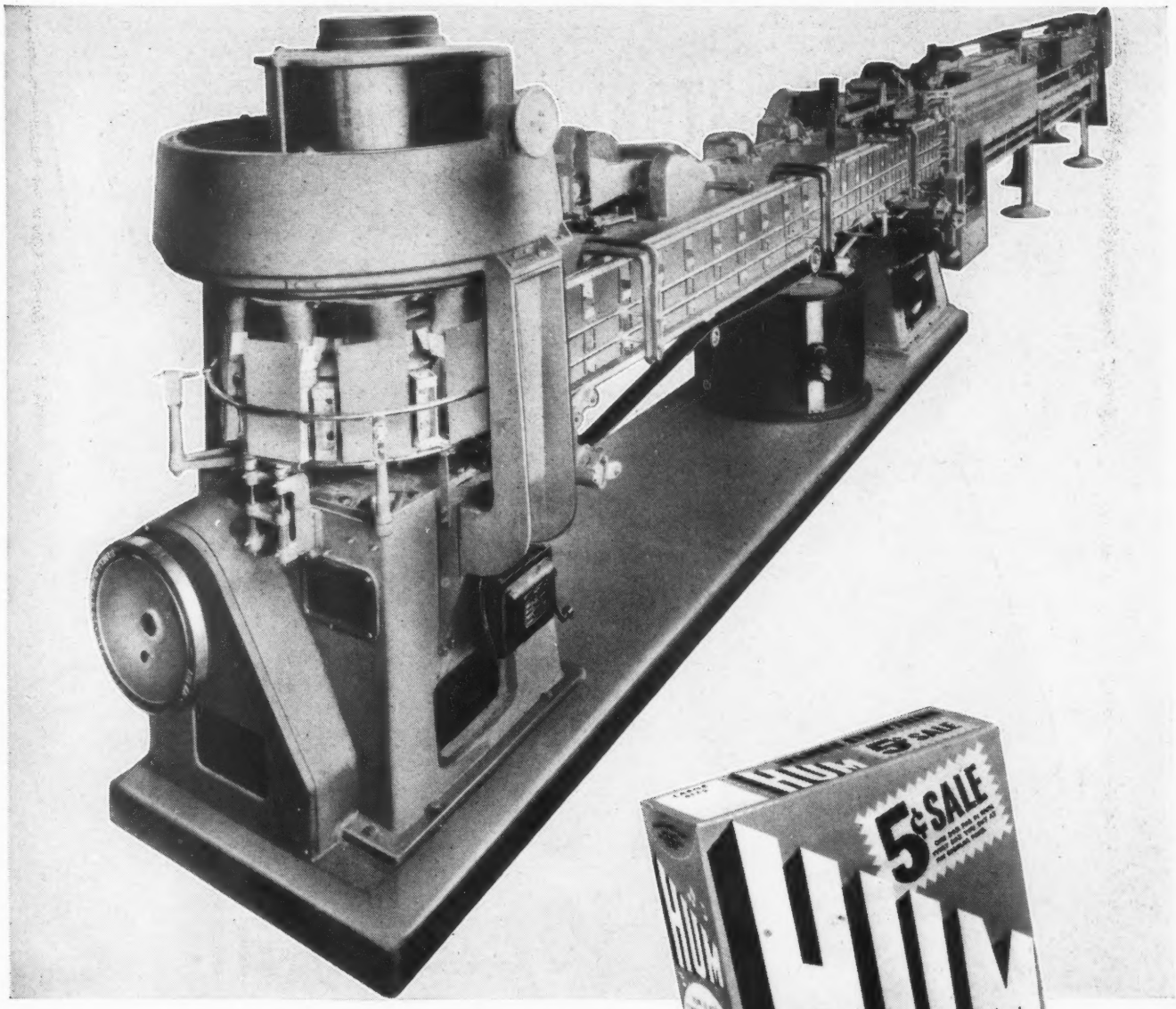
For prompt service, call the Owens-Illinois branch office near you.

PLASTICS DIVISION

OWENS-ILLINOIS GLASS COMPANY

TOLEDO 1, OHIO • BRANCHES IN PRINCIPAL CITIES

*Small Plastics in Big Volume



to make things

THEOBALD INDUSTRIES USE

S&S NEVERSTOP

Here is yet another satisfied Stokes and Smith customer. Like hundreds of others using S & S equipment, Theobald Industries have found that it pays to have the *best* in production machinery.

NEVERSTOP automatically feeds the cartons . . . bottom seals . . . fills . . . then seals the carton tops. *There is no stopping!* After the cartons are fed into the machine, they move in a smooth never-ending line, rapidly to completion and packing. NEVERSTOP is built in 3 models and will fill up to 160 or more units per minute.

For nearly 50 years, Stokes and Smith have been recognized as builders of "Better Machines for Better Packaging." If your products require wrapping, sealing, or filling in bags, boxes, cartons, bottles or cans, there is an S & S machine to do it swiftly, neatly and accurately.

Exclusive West Coast Distributor
Anderson-Barngrover Division of FMC
San Jose 5, California

STOKES & SMITH Co

PACKAGING MACHINERY — PAPER BOX MACHINERY

(A wholly owned)
subsidiary of Food Machinery and Chemical Corporation
FRANKFORD • PHILADELPHIA 24 • PA.

Easy to STORE
Easy to POUR

AVAILABLE IN SIZES FROM 2 TO 25 LBS.

DELTASEAL: Reg. U.S. Pat. Off.

TWO FEATURES THAT MAKE SALES FOR FOODS IN

Bemis Deltaseal Bags

This attractive, low-cost package not only gives sales-inviting display in stores, but also helps keep customers sold on your brand after they're home.

Women like Deltaseal Bags because the square-pack bag rests well on pantry shelves, and the Deltaseal spout makes it easy to pour direct from the bag without spilling.

Your Bemis representative will be glad to show you how Deltaseal Bags and the Deltaseal Packaging System can help you increase food sales. Get in touch with him now.

COTTON · BURLAP · PAPER BAGS · ESTABLISHED 1858 · BEMIS BRO BAG COMPANY

Bemis

"America's No. 1 Bag Maker"

Baltimore • Boise • Boston • Brooklyn • Buffalo • Charlotte • Chicago • Cleveland • Denver • Detroit • East Pepperell • Houston • Indianapolis • Jacksonville, Fla. • Louisville Kansas City • Los Angeles • Memphis • Minneapolis • Mobile • New Orleans • New York City • Norfolk • Oklahoma City • Omaha • Peoria • Phoenix • Pittsburgh Salina • St. Louis • Salt Lake City • San Francisco • Seattle • Wichita • Vancouver, Wash. • Wilmington, Calif.

Want High Fidelity Reproduction in Rolls for Box and Packaging Papers?

WE think you'll agree that the realistic reproduction on the reverse side is little short of trail blazing — *and a merchandising aid with impact!* It's a floral paper, of course, but it *could* be just as faithful a package covering "facsimile" of whatever *you* make or sell.

Nashua does it not by mirrors but by photography, rotogravure, tight controls of all processes and intimate knowledge of paper and its printing possibilities. Put "two strikes" on your competitor by putting the job of reproducing your product on box and carton cover papers up to Nashua. These new high fidelity reproductions may be obtained with protective top coatings, thus combining the functional with the beautiful. Papers are available in up to 26" rolls for packaging machine feeding. Write for full sized samples — or better yet, tell us what you want to reproduce — *exactly!*

NASHUA GUMMED AND COATED PAPER COMPANY, NASHUA, NEW HAMPSHIRE

Baltimore • Chicago • Detroit • Los Angeles • New York • Philadelphia • San Francisco •

Look to NASHUA for the Know-How!

NASHUA
MAKES PAPER MAKE MONEY FOR YOU

NASHUA DISTRIBUTORS TO THE SET-UP BOX TRADE

Bradner Smith & Company, Chicago • DePear Paper Company, Chicago • Handy Paper Company, Rochester • Holyoke Coated & Printed Paper Company, Inc., New York • Lachman Novasel Paper Corp., New York • Matthias Paper Corp., Philadelphia • The Queen City Paper Company, Cincinnati • Frank Schulman Paper Corp., New York • The K. E. Tozier Company, Boston • D. L. Ward Company, Philadelphia • West Coast Paper Company, Seattle •

Salesmen • ON THE SHELF!

• variety of sizes

• • • economical and practical

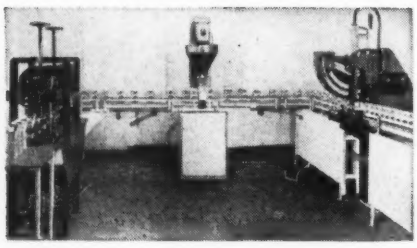
• • • beauty of design and color

Quality OLIVE CAN COMPANY Service

MANUFACTURERS • DESIGNERS
PLAIN • DECORATED • LITHOGRAPHED
METAL CONTAINERS

450 N. LEAVITT ST., CHICAGO 12, ILLINOIS

20% more protection provided by Betner Thermoseal* Bags than by other closures



Bag inserter, filler and heat sealer for filling and closing bags in cartons.

We omitted "insect infestation" from the list of insurance "coverages" above, because it is not a nice subject to put into large print.

But the ability to stymie insect infestation is one more point in favor of the Betner Thermoseal* (heat-sealed) Bag that makes this bag not only worth patenting but purchasing.

20% is the food-protecting superiority the conservative House of Betner claims for its Thermoseal* Bag. If the superiority were only half that, it would still be worthwhile. For it is in line with the ideal of all conscientious processors that foods get to market as full of the original factory flavor and cleanliness as can possibly be managed.

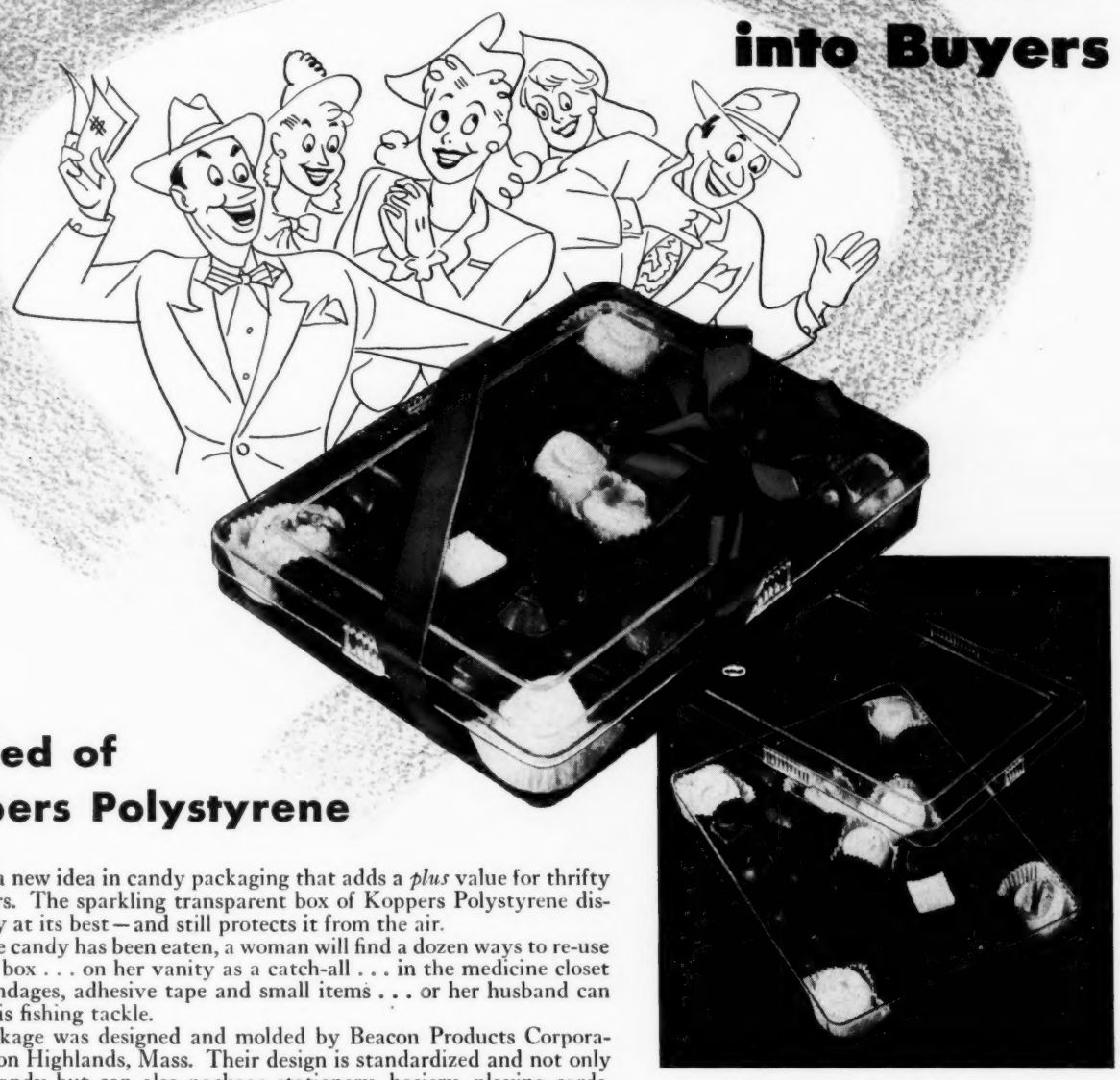
To date, no closure keeps the good things in, the bad things out, so nobly as does Betner's Thermoseal*. Ask us anything about it.

*Trade Mark Reg. U. S. Patent Office

Benj C Betner Co DEVON, PA.

A complete bag service—from idea to finished bag to machinery for closing coffee bags and filling and closing liner bags for cartons.

Packaged to change "Eyers" into Buyers



Molded of Koppers Polystyrene

HERE'S a new idea in candy packaging that adds a *plus* value for thrifty buyers. The sparkling transparent box of Koppers Polystyrene displays candy at its best—and still protects it from the air.

When the candy has been eaten, a woman will find a dozen ways to re-use this handy box . . . on her vanity as a catch-all . . . in the medicine closet to hold bandages, adhesive tape and small items . . . or her husband can use it for his fishing tackle.

This package was designed and molded by Beacon Products Corporation, Newton Highlands, Mass. Their design is standardized and not only packages candy but can also package stationery, hosiery, playing cards, handkerchiefs and other merchandise whose sales are aided by the crystal clarity, richness and low cost of Koppers Polystyrene.

Bring your packaging problem to Koppers

Whether you make sporting goods, food products, cosmetics, jewelry—Koppers Polystyrene offers a combination of qualities that is well worth investigating. It is tasteless, odorless and extremely low in water absorption . . . will hold food products, alkalies, and most acids . . . can be supplied crystal clear or in any desired color.

Possibly Koppers can help you with your packaging problems. Our technical staff is ready at all times to help you improve your designs and to choose the right packaging materials for your application.

KOPPERS COMPANY, INC.
Chemical Division Pittsburgh 19, Pa.
Regional offices in New York, Chicago and San Francisco

KOPPERS

SEND FOR *New* BOOKLET

Koppers Company, Inc.
Chemical Division, Dept. MPG 7
Pittsburgh 19, Pa.
Please send me your new booklet on Koppers Plastics.

Name_____
Company_____
Address_____
City_____ State_____

Koppers *Perfected* **Plastics**

*POLYSTYRENE *ETHYL CELLULOSE *CELLULOSE ACETATE

SHOW US WHAT YOU HAVE TO SELL...

Building selling packages is our business. We can make it a profitable part of your business, just as we have for literally hundreds of products, selling millions of units every day.

Cellophane and other films, foils, papers and laminations provide the basic materials. Vivid, realistic pictures in natural color create interest, desire, sales. Strong brand identification and remembrance-value combine with these to produce protective packages with that personality which pushes up sales curves.

Here are just a few examples of the packages we produce for the markets we serve:

BAGGED STAPLES

Transparent bags of cellophane or other film, in varied weights and constructions to suit the product, beautifully printed with brand name and selling message. Essential for successful self-service.

FRESH PRODUCE

Printed bags and overwraps of cellophane or other films, designed for the technical requirements of each item. They carry brand names into the home, reduce losses and waste, stimulate sales at self-service counters.

METAL SPECIALTIES

Tough, semi-transparent TRITECT* (wax-laminated cellophane) provides moisture-protection for finely-finished metal devices of any size, packed singly or in quantities. Printed for sales impact and for brand identification.

FROZEN FOODS

Bags or printed overwraps that either show the contents or picture them brilliantly in fine multi-color printing and that supply needed protection from plant to home.

BAKERY GOODS

Printed cellophane bags or wrappers create consumer acceptance, encourage mouth-watering display. A tested method for improving volume and reducing stale returns.

COURTEOUS ZIP-TAPE

Cigarette buyers like ZIP-TAPE's fast, easy opening. Equally attractive for razor blades, confections, food products or other machine-wrapped items. Costs almost nothing per package yet adds a bright strip of color and extra convenience that builds repeat sales.

TEXTILES AND PAPERS

Beautifully printed cellophane exhibits design, texture, quality without danger of soilage. Adds gift appeal; self-selling features please stores and buyers.

"THIRSTY" PRODUCTS

METALAM* laminated combinations of film and foil for extreme moisture-vapor-proof, odor-proof protection of dehydrated foods or juices, pharmaceuticals, chemicals and other "thirsty" products. Especially formulated for automatic, high-speed loading and sealing. Color-printed for high visibility and sales impact.

TRITECT* (wax-laminated cellophane) has high protective value for small or bulk quantities, as liners for packages or barrels. Colorful printing increases utility and sales appeal.

HOLIDAY WRAPPINGS

Colorful, sparkling printed cellophane gives special appeal to your products for holiday seasons or attractive gift wrapping. Produced in bags, sheets or rolls.

WE'LL MAKE *Your* BUSINESS *Our* BUSINESS

Dobeckmun service starts with a study of your products, market and selling programs. Ingenious designers create a protective package to fit your product and packaging methods. Then, with the finest of printing processes, each suited to the specific purpose, we deliver colorful, uniform, brilliant packages with that "personality" which pushes up your sales curves. Show us what you have to sell . . . we'll build a selling package. *The Dobeckmun Company, Cleveland 1, Ohio, Berkeley 2, California.*

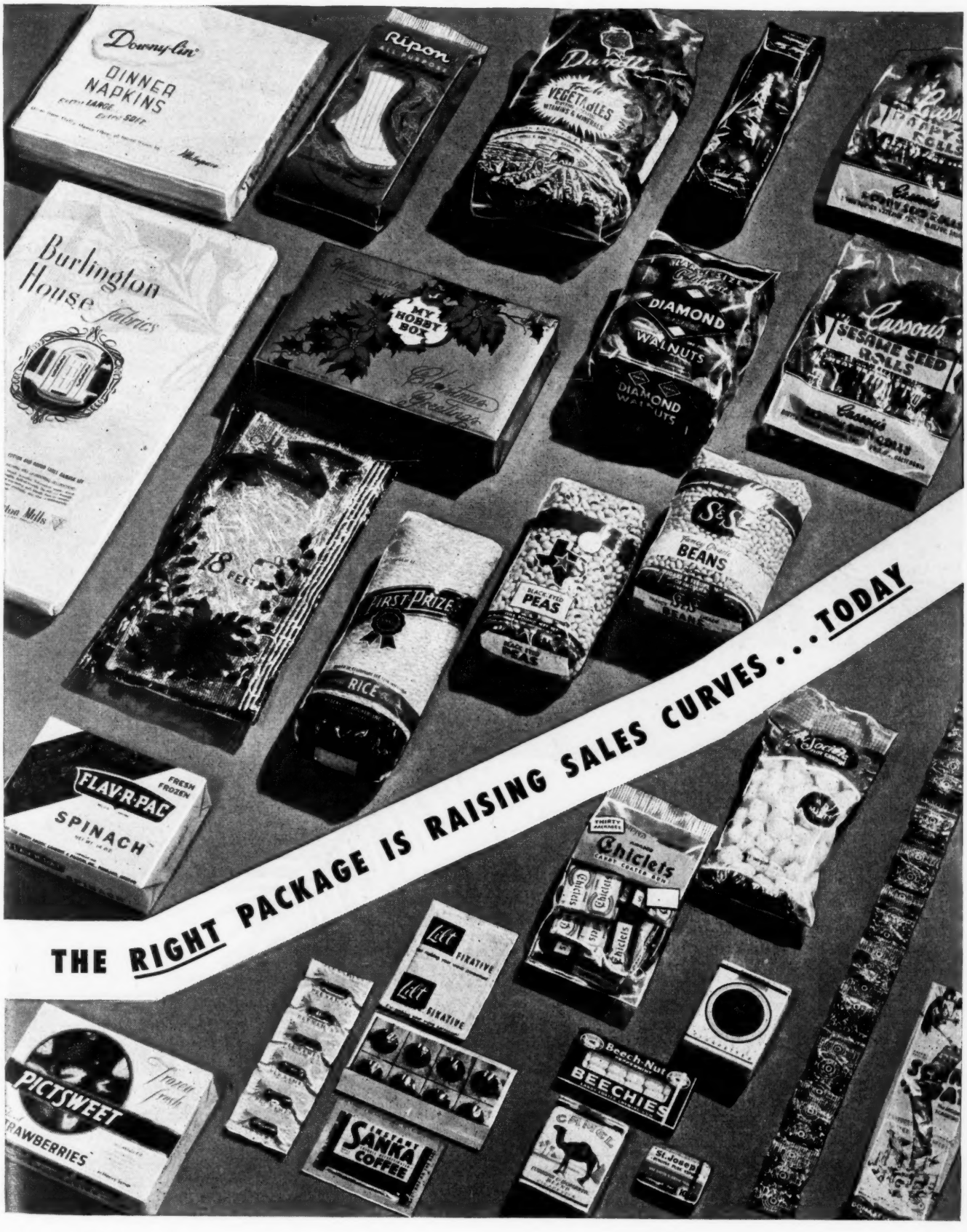
*Trade Mark

DOBECKMUN

Self-selling packages in processed films and foils

Branches at Atlanta, Boston, Chicago, Cincinnati, Los Angeles, New York, Philadelphia, Portland, St. Louis, St. Paul and Seattle. Representatives everywhere.

WE'LL BUILD A *Selling Package*



Your product can be a gift item ...if it looks like one

Let Cellophane add gift-sales appeal to your Christmas packaging

A gay, twinkling yuletide costume of transparent Du Pont Cellophane can work packaging magic for even the most modest article.

There are a variety of ways to capture the Christmas spirit with Cellophane. Maybe you'll prefer to pick from the colorful, enticing array of stock design wraps or bands. Or perhaps it will suit your package best to have a specially printed wrapper.

Our representatives and the converters of Cellophane are ready to help you develop ways to put your product in the gift class at Christmas time . . . give it an enhancing gift-look. Just write E. I. du Pont de Nemours & Co. (Inc.), Cellophane Division, Wilmington 98, Delaware.

25th ANNIVERSARY — DU PONT CELLOPHANE Serving the packaging industry since 1924

DuPont Cellophane

Shows what it Protects . . .
Protects what it Shows
. . . at Low Cost

DU PONT

BETTER THINGS FOR BETTER LIVING . . . THROUGH CHEMISTRY

Modern packaging

Vol. 22 No. 11 July 1949

STUNT PUBLICITY often has a place in package promotions. In a Southern city, costumed pair in ancient Buick helped launch the Twintype package for LaCross Naylon nail polish—the package that can be re-used as a twin Victorian picture frame. Local tie-in of the promotion was with Rexall stores.

PUBLICIZING THE PACKAGE

ARE YOU EXPLOITING THE PROMOTIONAL VALUES OF YOUR PACKAGE CHANGE? HERE'S HOW MANY SUCCESSFUL FIRMS DO IT

It goes without saying that the ultimate objective of every package is to stimulate sales. The effectiveness of the package in achieving this objective depends to a great extent on proper promotional support. When a new or improved package is introduced, the dealers and the public must be told of its advantages.

There are countless ways to promote the package, but not every packager takes the trouble to investigate all the possibilities, or to use them to the best advantage.

The launching of a new package demands the same kind of well-thought-out and well-executed campaign as is required for a new product. In times like these, when competition is growing keener by the day, it is an even more important part of the selling program to capitalize to the fullest on every aid for increasing business. If one of those aids is a newly designed or redesigned package, every effort must be made to:

1. Familiarize sales forces with the package change.
2. Acquaint dealers with the new package.
3. Publicize the package in the trade and consumer press.
4. Merchandise it with proper point-of-sale material

DISPLAY TIE-INS with national advertising are excellent for local package promotions. This counter display, reproduced from a *Life* ad, features the new candy-stripe Texcel Tape dispenser.

and display to get the new package out front where the shopper will see and buy.

5. Advertise it so that consumers will look for it on the counter or self-service shelf.

Timing

First essential of the campaign, of course, is proper timing of the promotion. Too often the sales impact of a new package has been lessened by insufficient planning of the promotional effort, or by a lack of coordination in the campaign to get the full impact of the new package at the psychological moment when it reaches the market.

In discussing this matter, most companies consider proper timing of the promotion the most important requisite, yet the most difficult to achieve. Usually, when an improved package is produced, many old packages are still on dealers' shelves. The company wants to let dealers know that new packages are coming, but doesn't want to let the news out too soon before the new packages can be supplied. Arrival of the new packages usually means that dealers will push the new—which results in too high a percentage of returns of the old.

To avoid this situation, a great many companies now introduce new packages regionally throughout the country, advising dealers to get rid of the old and not to stock up on inventory until they can get the new. In this way inventories of old packages can be disposed of gradually in other sections until new packages have national distribution.

The promotional effort may thus be directed to geographic areas as the new packages are introduced, using local advertising and publicity, with perhaps

NATIONAL ADVERTISING informs the consumer of new packaging features that mean a better product. Armour featured its flexible vacuum pack in national magazines.

DEALER BROADSIDES are a quick, sure way to get the story to those who sell your package. Kolynos Indian Kap deal was a subject that lent itself to humor and cartoon technique.

Look at the big push behind
BIG CHIEF KOLYNOS INDIAN KAP!
YOUR PROFIT 35.4 %
either way you buy!
And Television, Too!
THE INDIANS ARE COMING!
with the BIGGEST GROSS PROFIT OFFERED!
Put 'em on Counter—Indian Chase Home with Customer—Plenty Wampum for You!
Kolynos
ALL NEW!
KOLYNOS INDIAN SPECIAL DEAL
GIVES YOU 35.4%
Paleface! Don't be Hardface! Get Order In While Supply Lasts!
THE KOLYNOS INDIAN SPECIAL DEAL
WHITEHALL PHARMACAL COMPANY
For Extra Sales—Put One Near Your Cash Register!

only brief news releases to national trade magazines, announcing the new package, but specifying the regions where it is being sold. The moment national distribution is achieved, however, the company must be ready to put the full force of national promotion into operation. For this reason, plans for the campaign must be formulated well in advance and all promotional material prepared and advertising scheduled for the right dates.

Anyone who has worked on any phase of such a program knows how difficult it is to have all deadlines meet at the same time. But the more closely the right dates can be approached, the more successful the campaign.

Informing the salesmen

The first step in such planning is to inform sales forces of the change. This may be done by holding sales meetings for the unveiling of the new package, or by preparing special presentations for the company's salesmen.

The sales force is the first line of attack and greatest attention should be given to such activity. The salesman must be sold if the dealers' support is to be enlisted.

Informing the dealers

Perhaps nothing is more effective than personal contact with the dealer—a call by the salesman—to win the support of the dealer to a package change. However, this may not always be feasible. The average grocer, according to some sources, today receives an average of 35 calls a day from salesmen. If he took time to see all of them, he would scarcely have enough time left to handle his business. Thus, many companies today are using other methods to get the news of new packages to dealers. They can send out broadsides. Sometimes they may send advance samples by special delivery or Western Union. Oftentimes the samples may be dramatized by special presentation. An example is the plastic mortarboard hat box Colgate-Palmolive-Peet Co. used a year or two ago as a dealer promotion of a new package and product, with the slogan, "First in its Class."[1] The hats were so intriguing they immediately attracted attention, were talked about and the story was gotten across quickly.

Another clever dealer promotion was that used by General Foods for introducing its new Post Cereal packages a few years ago.[2] It included two promotional pieces which quickly put across the idea of change-over. One was a series of cut-out dolls, on the back of which were pictured the old packages and on the front, the new. The other piece—much more elaborate—was a series of illustrations in a "pop-up" book illustrating the reasons for the change-over and the advantages to the dealer. These were so appealing that grocers usually took them home to the kids after looking them over. They told a story in a way that was not to be forgotten or overlooked.

POINT-OF-SALE store display pieces have been widely used to promote the convenience features of the one-way, non-returnable beer bottles.

Other companies use special broadsides to announce new packages or new package features. Often these are profusely illustrated in full color and carry quick-paced copy that gets the package story over without wasting the dealer's time. In these there is often a chance for the use of cartoon technique to give added interest, but there should not be a forced effort to be "cute" unless the subject is one that lends itself to

CONSUMER EDUCATION was needed to acquaint users with the advantages of the new square milk bottles. Many companies adopted this method of telling their customers the package story on collars made to fit over the bottle.

[1] See "Mortarboards For Keeps," MODERN PACKAGING, May, 1948, p. 142.
[2] See "About Face," MODERN PACKAGING, Feb., 1946, p. 96.

COMPREHENSIVE program of utilizing package changes as selling points has been greatly responsible for success of Hunter products. Program, developed by Jim Baker Associates, hammered away in newspaper advertisements on the protective features of the foil package for chili and the "lightproof, moistureproof" bacon package used by Hunter.

SALESMAN'S KIT was a de luxe leather zipper case containing loose-leaf sheets concerning how the products were packaged, illustrations of merchandising aids such as car cards, displays, newspaper ads, etc., featuring product in the new type of package.

WALL POSTER featured the fresh-tasting product "in the new lightproof 'book' package,"—a useful point-of-sale piece for Hunter bacon.

cuteness, such as the recent broadside Whitehall Pharmacal sent to druggists announcing its new premium Indian caps on Kolynos tooth paste, which they called "Big Chief Paste-in-Mouth." This lent itself readily to the use of pidgin English and such words as "paleface," "wahoo," etc.

Packagers rely heavily today on news announcements in the trade press, as well as on paid advertisements, to inform dealers of package changes. Specialized business papers and magazines have intensive readership. The grocer, druggist or hardware dealer keeps abreast of what's doing in his field of retailing by reading business papers—and a good publicity story about the new package in a trade paper will save him much time in familiarizing himself quickly with the advantages of your new package.

Many manufacturers distribute thousands of reprints of articles in MODERN PACKAGING—a good way not only to get across the story of the package and its advantages, but also to show that the development was considered important enough to warrant publication in the leading journal of the packaging field.

Informing the consumer

After selling the dealer on the new package, comes the job of telling the story to the consumer. There is

no better way than sampling—actually giving the package to selected groups. A forthcoming redesigned package of a well-known baby powder is to be sampled in the near future by sending a marked sample can to every fifth name on a purchased list of new mothers.

Sometimes it is considered advisable to send the new package to key people—people with influence or prestige. Brown & Williamson, for instance, when introducing Raleigh cigarettes in the new aluminum package in Detroit, sent special samples to business leaders of that area. Some packages are sampled through women's clubs, utility company home service departments, etc.

Many times large-scale consumer sampling is too costly, however, and the packager must employ other methods of informing the consumer.

The deal or special offer is often used as a medium to direct the attention of the consumer to the new package. She may be offered the new package at a special price for a limited time, or she may receive a direct-mail coupon entitling her to a special purchase price. Sometimes the deal is a combination offer of the new package with a related product at a special price.

Contests may be used to attract the attention of the consumer to the new packages. One large chain store is now running a jingle contest to name a trade character appearing on new packages.

Obviously, of course, attention should be called to the new package in consumer advertising in both local and national magazines and newspapers, and in trade paper advertising. This is particularly important in connection with such outstanding packages as have been introduced during the last few years to point up, for example, the advantages of the flexible vacuum pack for bacon, the self-coloring package for margarine, or the polyethylene squeeze bottle for talcum powder, colognes and deodorants.

Advertising of a package feature need not be a one-shot proposition, but can be carried on for months and sometimes years, depending on the importance and uniqueness of the package feature. There are many examples, such as that of Colgate's Ribbon Dental Cream, which in every ad for many years illustrated and emphasized the convenience of the exclusive ribbon opening on the tube, which enabled the tooth paste to "come out like a ribbon, lie flat on the brush."

Package labels, inserts and outserts may also be used to call attention to the new package and to describe its features and advantages. Cross-advertising of a new package on other products of a company's line is always an effective and economical medium.

Publicity about a new package should by all means by directed to the consumer magazines and to the appropriate departments of the daily newspapers—food, home-making, beauty or health departments.

Point-of-sale ideas

For merchandising the package there are the promotional aids supplied or suggested to the dealer to attract attention to a new package in his store.

Along with broadsides, he should be given suggestions on how to arrange displays of the new packages. Sometimes he may be supplied with giant replicas of the package for store displays, or miniatures, whichever suits the purpose better. He can also use point-of-sale material in a number of cases. Counter display cartons may often be used to feature the new package. The recent counter cartons for Dew spray deodorant, featuring the self-atomizing features of the polyethylene squeeze-bottle package, are a good example of this.[3] Counter cartons for Texcel Tape are promoting the company's redesigned tape dispenser.

Store demonstrations can often be arranged to introduce the package to consumers and at the same time win approval of retail sales personnel for the new package.

The point-of-sale material, however, should be planned carefully. Dealers should not be overloaded with display pieces that are too big to use and too costly for the packager to produce. Unless point-of-sale material is well planned, much of it can go into the trash basket. It must do a job in the space which the retailer can allow for it.

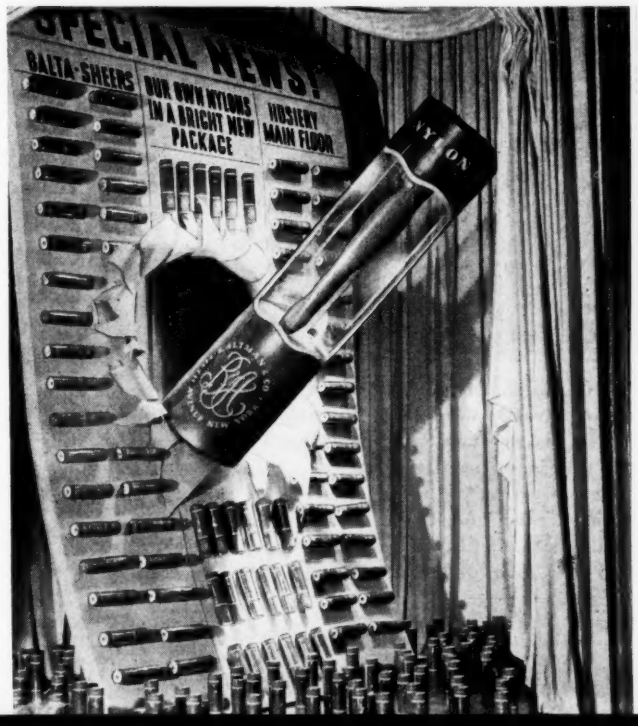
Publicity

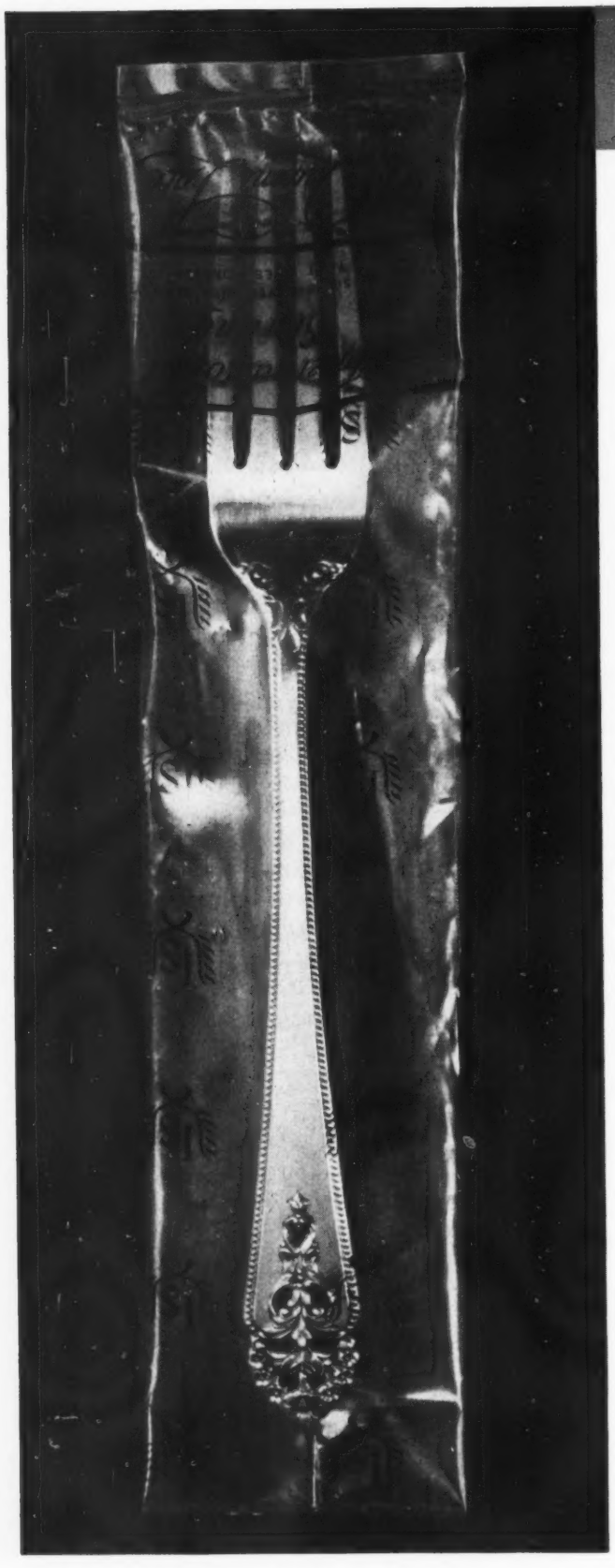
Publicity is distinguished from paid advertising and ordinarily means the space devoted to legitimate news of your company activities by newspapers, magazines and the trade press in their editorial columns.

These avenues of securing public attention are open to every business organization and the increasing number of mentions of packaging subjects is an indication of their growing interest to both industry and the public press. The approach (*Continued on page 204*)

[3] See MODERN PACKAGING, Nov., 1948, p. 133.

WINDOW DISPLAY promoting a package is dramatically illustrated by this photo of B. Altman's promotion of its transparent tubular package for its Balta brand of nylon hosiery.





SINGLE-SEAM ENVELOPES, printed in one color, are supplied to International in 10 different sizes, suitable as individual packages for all pieces of sterling flatware. Each piece of silver is protected from scratching, tarnish and stains from the time it leaves International, while it is displayed and stored by the retailer and until it reaches the ultimate customer.

STERLING IN P

NEW HEAT-SEALED INDIVIDUAL PACKS BY INTERNATIONAL DEMONSTRATE SUCCESSFUL PRINTING ON POLYETHYLENE FILM, OFFER A RADICAL DEPARTURE IN SILVER PACKING

The International Silver Co. soon will be individually packaging every piece of International sterling flatware in printed, heat-sealed polyethylene envelopes.

This procedure, introduced for the first time on the company's newest pattern, "Queen's Lace," promises to be a revolutionary development in the packaging of silver. It represents the culmination of a search for an ideal package that began before the war. It entailed a year and a half of intensive study by the company and suppliers of material and equipment, resulting in: (1) one of the first successful methods for really durable printing on polyethylene film, (2) a new method of fabricating the envelopes at high speed from sheet material and (3) the use of a brand new type of continuous band heat sealer for the successful handling of polyethylene film.

Previously sterling silver flatware was usually wrapped in tissues and parchment and sent out to dealers in units in accordance with their orders. On receipt, the dealer had to unwrap each piece separately to pick out the desired patterns and individual items for sale. The packages were inconvenient and time-consuming to rewrap. Often the silver became scratched in the process, or tarnished if the wrappings were not replaced to exclude air, which causes tarnish.

International was thus aware of the need for an individual transparent wrap for individual pieces of silver that would make it easier for dealers to:

1. Identify pattern and piece quickly from stock.
2. Keep a larger stock in a smaller space.
3. Eliminate the unwrapping and rewrapping in tissue and parchment which sometimes results in damage and is time-consuming.
4. Protect the silver from tarnish and strain necessitating polishing and refinishing.

A transparent film was an early objective, but the problem was complicated by the difficulty of finding a suitable transparent film containing no salt compounds, which cause staining of silver, and at the same time one that would produce an airtight barrier to prevent tarnish.

Previous to the introduction of polyethylene, no film had these requisites. Exhaustive tests showed that

POLYETHYLENE

OLD AND NEW METHODS of packaging silver. Formerly, sterling flatware was wrapped in tissue and parchment in units according to the individual dealer's order. He had to unwrap each piece separately to select patterns and items for sale, then rewrap them for storage. With new polyethylene individual packs, each piece is immediately identifiable and protected until it reaches the consumer.

silver could be safely packaged in polyethylene without tarnish or staining. The film was found non-abrasive, flexible and not affected by normal temperatures. It promised a package of long life without brittleness, splitting or discoloring. It also provided sufficient clarity so that each piece and pattern could be identified within the package.

To use the material, however, first demanded a method of producing polyethylene envelopes economically at high speed. To have the benefit of trade identity, the envelopes had to be printed and, at the time the project was undertaken, no fully satisfactory printing method had been devised.

The company took its problem to one of the leading envelope suppliers. Experiments were begun with inks for printing the polyethylene film. No commercial ink would do the job to the supplier's satisfaction. After trial and error, the supplier developed in his own laboratory a special formula ink which, it is claimed, will not rub off in normal use and which can be used for the printing on a standard gravure press.

The supplier declines to disclose details of the methods or materials used, but says that the secret is entirely in the ingredients of the ink, although "it would not be correct to say that it is an oil ink." Test data which might indicate the degree of resistance to rub-off likewise is withheld by the supplier. Samples observed in this office could not be rubbed off by the fingers. They did not, however, withstand the "Scotch tape test"—admittedly a very severe test.

For the International sterling packages, polyethylene film is first printed in sheet form from rolls and then fabricated into a tube by flame sealing the longitudinal seam. The properties of the material assure a welded seal, which is later trimmed to provide a very neat, narrow seam. The bottom of each length of tube is then heat sealed by the supplier before shipping to The International Silver Co. Production also involves the problem of handling of the film, which has a certain amount of elasticity, so that it will produce envelopes of uniform dimensions. This method of fabrication was adopted in preference to the use of extruded tubing in that it reportedly provided the packages more economically and also simplified the printing operation.

The International Silver Co. uses 10 different sizes of envelopes standardized to fit the various pieces of silver—forks, teaspoons, soup spoons, bread and butter spreaders, etc.

The various pieces of silver are placed in the envelopes by hand. An air jet is used to assist the operators in opening the envelopes, but as much air as possible is extracted before the envelopes are sealed to make a neater looking package. There is no need for pulling a vacuum, company technicians say, because there is not sufficient air in the envelopes to cause tarnish.

The envelopes are being sealed on one of the initial installations of a new continuous band sealer especially adaptable to plastic films, involving sealing under pressure and the use of moving metal bands to carry the material first through the (*Continued on page 216*)

LOW-COST SAFETY

5 AMPULS
0.13 Gm. (2 grains)
L-590
LUMINAL SODIUM
Brand of PHENOBARBITAL SODIUM
Warning: May be habit forming.
POWDER FOR INJECTION
No preservative added
CAUTION: To be dispensed only by or on the prescription of a physician or dentist.
Dose should not exceed 0.6 Gm. (10 grains) in 24 hours. Effect of large doses should be closely watched.
624EC03
OPEN HERE
Winthrop Stearns Inc. NEW YORK 13, N.Y. WINDSOR, ONT.

SIDES TURNED UP, the patented Rondo strip forms a rigid tray which slides into a conventional folding carton. Cushioned both by the paperboard and by air pockets, the fragile ampoules thus packaged need no other protection.

FIRM GRIP of spring-like corrugations is illustrated by fact that tray can be held upright and even shaken without ampoules falling out.

A simplified method of packing ampoules safe against breakage, developed in Switzerland and popular in the pharmaceutical industry there, makes its debut in this country with the establishment of an American branch of the company which manufactures the container. Winthrop-Stearns, Inc., Rensselaer, N. Y., has become the first to adopt the Swiss package, introducing it on ampoules of Luminal Sodium, the company's brand of phenobarbital sodium, an injectable sedative.

Tests convinced N. E. Williams, chairman of Winthrop-Stearns' packaging committee, that the container was "remarkable" in protection against breakage of the ampoules by shock or accidental dropping and experience has shown it to be substantially less costly than previous methods, packing time alone being cut substantially. There are many additional advantages attractive to physicians and hospitals.

The basic principle is one of those simple and obvious things that make packaging men scratch their heads and wonder why they hadn't thought of it long ago.

The tray in which the ampoules nest is like a strip of single-face corrugated board, except that the corrugations are especially full and tightly bunched and made of paperboard sufficiently strong to have some resiliency. The groove of the corrugation is shaped like a well-rounded "C." When an ampoule is placed in the groove, it is held as in a spring clip. A set of ampoules in the open tray can be inverted and even shaken moderately without falling out.

The corrugation is made wider than the length of the

FOR AMPOULES

A SWISS INVENTION, GRIPPING AMPOULES IN CONTINUOUS CORRUGATIONS OF PAPERBOARD TRAY, IS INTRODUCED IN U. S. BY WINTHROP-STEARNS

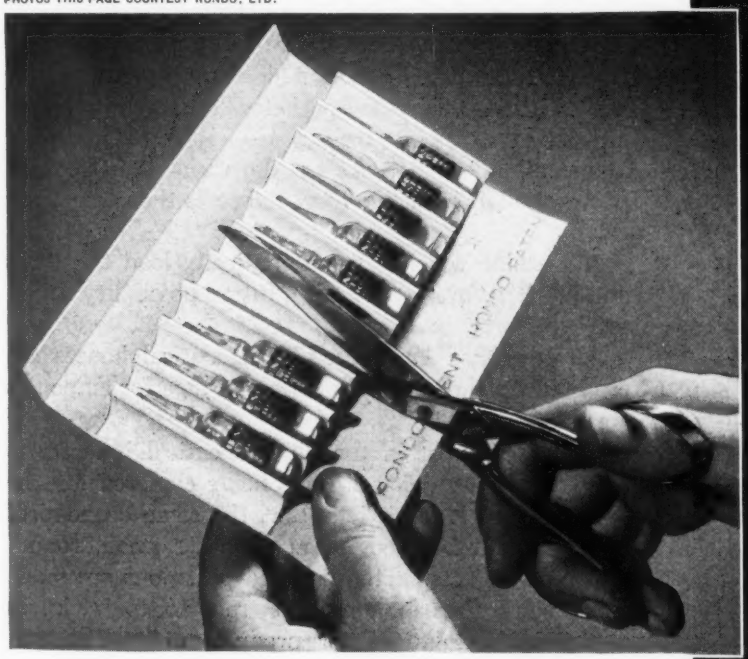
ampoule, so that there are cushioning air spaces above and below the fragile glass. The flat base to which the corrugation is glued at each segment is wider than the corrugated portion, so that the sides may be turned up above and below the ampoules, forming a rigid tray which slides easily into an ordinary tuck-end folding carton.

That is all the protection required for the Winthrop-Stearns ampoules, which are packaged in two quantities, five or 10 to a strip. The ampoules are literally held suspended in air between the cushioning fingers of the corrugation.

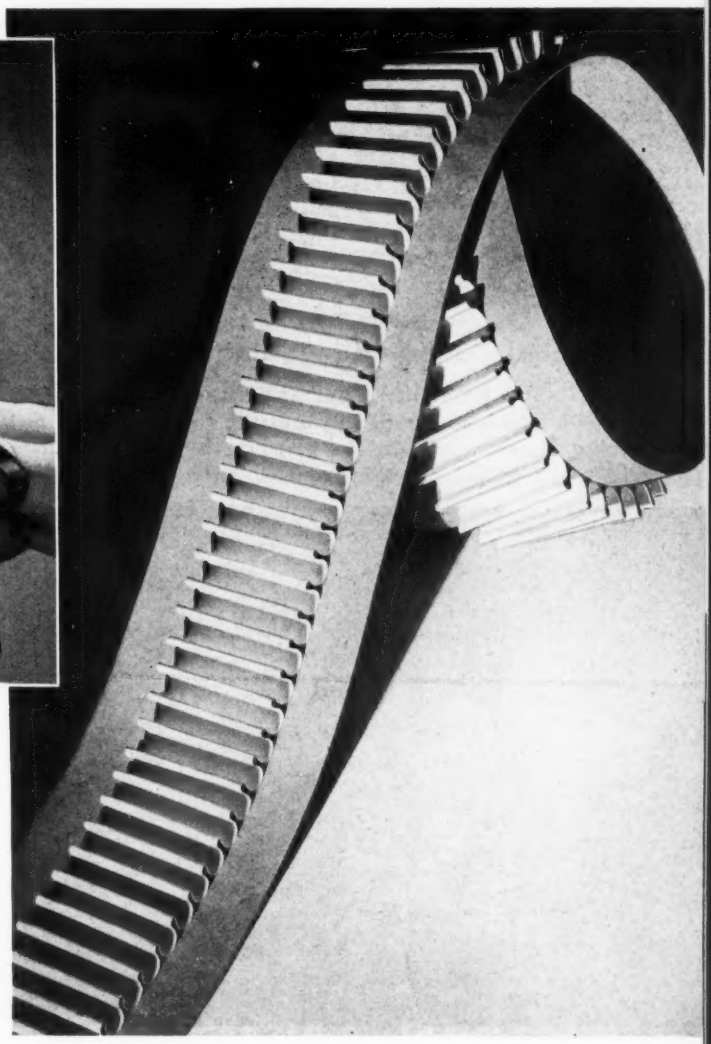
The tray, which is known to the Swiss as the Rondo* (for "round" and "undulating"), is protected by world-wide patents which cover its design and manufacture, but the principal secret appears to be in the high-speed machinery which forms the material automatically, with just the right amount of "spring" between the corrugation to fit the ampoules being packaged. These

* Registered trademark.

PHOTOS THIS PAGE COURTESY RONDO, LTD.



CONVENIENCE and safety appeal to doctors and nurses. Tray can be subdivided at any point and the remaining ampoules are still protected.



CONTINUOUS STRIP like a cartridge belt is produced by high-speed patented machine. Corrugation is glued to wider base, which folds up to ends and partly over the top in some designs.

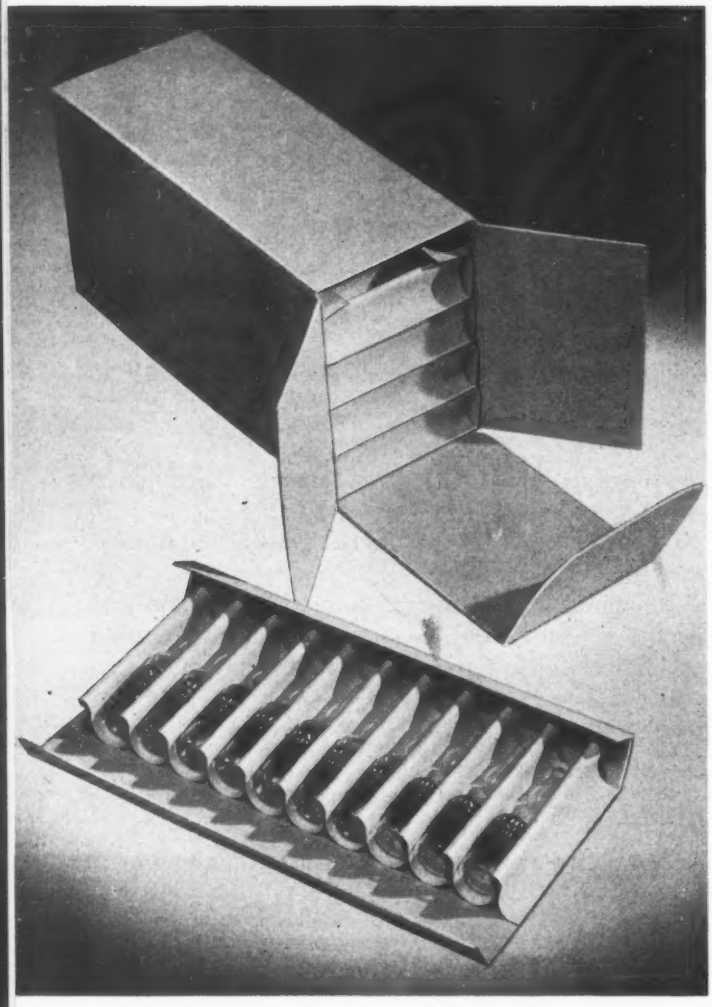


PHOTO COURTESY RONDO, LTD.

FOR LARGE QUANTITIES as used in hospitals, from five to 10 trays of ampoules may be packed in a single carton and dispensed as needed.

PACKING ROUTINE at Winthrop-Stearns. One girl loads ampoules into the tray; the next girl inserts tray in the carton; third applies glued label which covers and seals the ends of carton.

PHOTO COURTESY WINTHROP-STEARNS, INC.

machines have been set up in the American subsidiary plant of the Swiss concern in New Haven, Conn. The Rondo material comes out of the machine in a continuous strip, like a cartridge belt, and is cut to size according to the number of ampoules to be packaged in the cartons.

Advantages of the package

One of the obvious advantages is that once the package is opened and the tray removed, the tray continues to grip the ampoules and protect them against accidentally dropping out and breaking. If a physician wishes to carry two or three ampoules in his pocket he can subdivide the tray at any point by simply cutting through it with a pair of scissors. In hospitals, completely filled trays can be removed from large packages and distributed to the wards. Visual control of the use of ampoules is facilitated, as the empty undulation immediately points out the use of an ampoule; records of use can be made on the back of the tray.

An ampoule held in a single segment of the tray cannot roll off a desk or counter. The physician's time in unpacking from the individual folding carton previously used is reduced to nil. After he has opened the ampoule by filing the neck, he can stand it upright in the empty corrugation while he is preparing his syringe for use.

The Winthrop-Stearns plant has achieved its big reduction in packing costs even though hand methods are still being employed. Three operations are involved. One girl, after final inspection has been made of the ampoules, inserts them in the pockets of the tray. A second girl slides the tray into the carton—with direction leaflet and small file—and tucks the flaps, and the third girl pastes the label which covers and seals the ends of the carton.

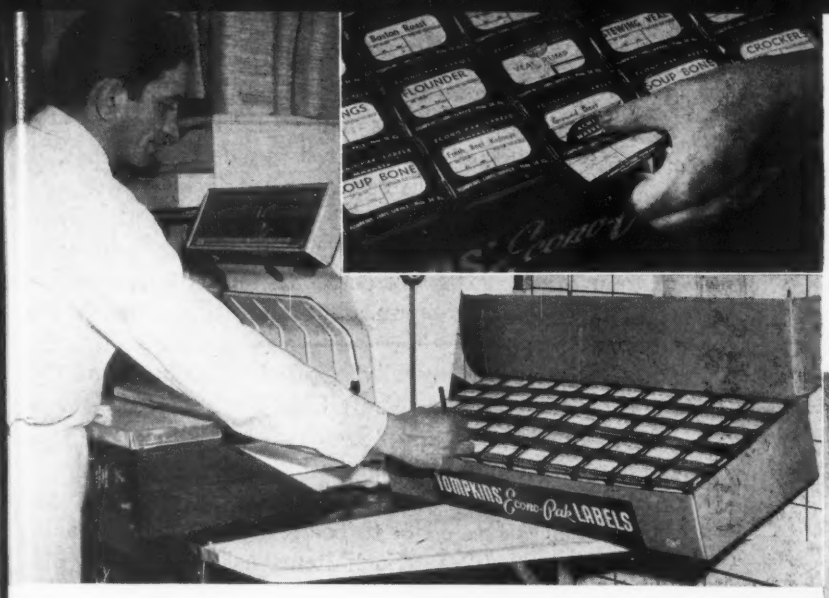
A machine which will automatically load the trays and insert them in cartons is a future possibility if volume warrants.

Several other American pharmaceutical houses are reported preparing to adopt the package for ampoules and vials.

Current interest in the pharmaceutical industry is such that other fields are not being explored for the moment, but it is obvious that the same economical method could be used for many other small, round, breakable objects. The patented partitions are made in standard sizes for ampoules from $^{3}/_{8}$ to $^{7}/_{8}$ in. in diameter; undulations for products of smaller and larger diameters can be furnished, according to the makers, if demand warrants building special fittings for the machine. Width of the corrugated section can be varied within wide limits.

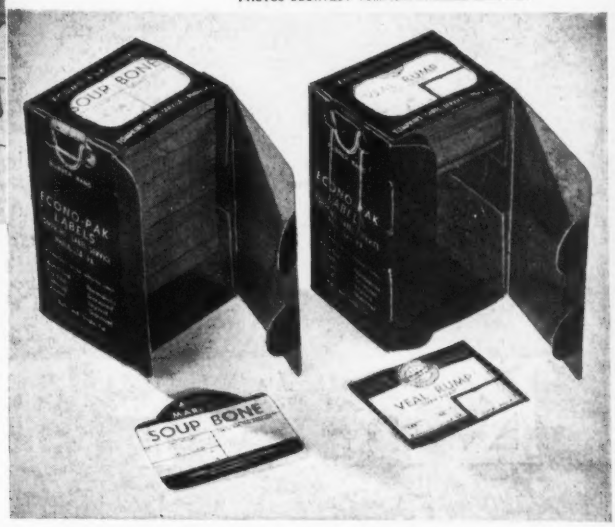
The package also has been used in Switzerland for suppositories. In this case, the corrugations are lined with a greaseproof material such as glassine or aluminum foil.

CREDITS: *"Rondo" tray manufactured by American Rondo Corp., New Haven, Conn. Carton and tray supplied to Winthrop-Stearns by National Folding Box Co., New Haven.*



50,000 LABELS are on hand for the operator's use. Box holds 50 cartons of different meat labels, which may be marked while in the carton. A flick of the fingers releases one label at a time from slot at top.

PHOTOS COURTESY TOMPKIN'S LABEL SERVICE.



TENSION PRINCIPLE is achieved by rubber band which holds labels against the top of the box. Slots for rubber bands are spaced so that bands may be tightened as the labels are used and pack becomes smaller in size.

Dispensing package for labels

INGENIOUS CARTON WITH RUBBER-BAND TENSION SIMPLIFIES MARKING AND PRICING OPERATIONS FOR PRE-PACKAGED MEAT AND PRODUCE

The great variance of weights and prices of pre-packaged cold cuts, fresh meats, cheese, as well as produce, necessitates a hand labeling and marking operation. Every operator of a pre-packaging department is therefore eager for systems that will: (1) simplify this hand operation, (2) provide a neater appearance and more sanitary labels, (3) reduce waste, (4) simplify inventories, (5) save storage space.

A new type of label dispenser, called Econo-Pak, said to facilitate the labeling procedure in the pre-packaging department is already being used in meat departments by a number of chain and food stores including The Great Altantic & Pacific Tea Co., New England Division; American Stores, Philadelphia; Central Supers, Detroit; Master Supermarket, Alexandria, Va.; Shirlington Supermarkets, Inc., Arlington, Va.; Pierce & Schurr, Philadelphia, and Southern Market, Roselle, N. J.

The basic unit of the new dispenser is actually a folding carton made of durable paperboard which holds 1,000 labels printed with store identification, product designation and ruled-off spaces for weight, price per pound and total price of the package. A die-cut opening in top of the carton permits the label to be marked with weight and price while still in the dispenser. After marking, the label may be removed through a slit in the side of the carton top while the label beneath appears in its place ready for marking. This automatic release with the flick of the fingers is achieved by holding the labels against the top of the box with a rubber band, held in place by slots in the sides of the carton. As the labels are used and the pack becomes smaller, the tension is kept constant by pulling the rubber band through a second set of notches provided in the carton.

Fifty such dispensing cartons in five rows of 10 cartons are arranged in a large shallow corrugated box, each row elevated over the row in front so that the labels can be marked without removing the dispenser cartons from the box.

By this labeling procedure, the operator has close to his work station a complete catalog of labels for 50 different meat items and a supply of some 50,000 labels in a box which measures $26\frac{1}{2}$ by $11\frac{1}{2}$ by 5 in. He needs only to select the correct label, mark it in accordance with the weight and price of the package, pull it out and place it on the package. Both greaseproof and heat-sealing labels are available. The cost for the dispenser cartons is only (*Continued on page 208*)

SEVENTH OF A SERIES

On this month's cover . . .

KRAFT *Swankyswig*

NOMINATED FOR PACKAGING'S HALL OF FAME BECAUSE:

- It pioneered the decorated beverage glass as the world's most popular re-use package
- It helped to perfect high-speed, multicolor, ceramic labeling on glass
- It developed techniques in continuous testing of consumer preferences
- It boosted the sale of its product 600% in one year

So long as there are packages, people will continue t find further uses for many of them after removal o the original contents. But it is safe to say that, t date, there never has been a re-use package with suc universal appeal and wide circulation as the colo fully decorated tumbler which serves, primaril as an ideal package for cheese and other food product and, secondarily, as an all-around utility glass in th home.

Because it is generally credited with pioneering this whole vast field, the Kraft Food Co.'s glass for chees spreads—aptly named "Swankyswig"—becomes a logical candidate for packaging's all-time Hall of Fame.

Introduced in October, 1933, the Kraft decorated tumblers lay no claim to being the first re-use glasses for food products. Such items as jams, jellies and chipped beef already had appeared in plain packers' tumblers which had a certain utility value around the house, although their thick glass and cumbersome lip made them no asset on the luncheon table or breakfast tray. The 5-oz. Swankyswig glasses—introducing a frank re-use appeal with attractive design, a smooth beverage lip, convenient size and colorful, permanent surface decoration—literally swept the nation and have been an accepted adjunct to millions of American cupboards ever since.

This eminently successful package, which for the first time put a nationally advertised family of cheese products on the market in a re-use tumbler, spearheaded one of the strongest merchandising programs ever put behind a food product. By setting a lofty new standard for re-use containers, it pointed the way for the many food products, ranging from peanut butter to cake icings, which today may be found on retail store

ORIGINAL Swankyswigs, introduced by Kraft in 1933 prior to the development of mechanical decorating means, had simple bands of red and black for their decoration. But the idea was new and proved an instantaneous sales success. Note similarity of these labels for the five varieties of cheese to the present design treatment.

CURRENT Swankyswigs, with forget-me-not decoration (shown on cover), include 9 varieties of cheese spread, distinguished by label colors and symbols. The caps advertise Kraft mustard.

shelves packed in re-use tumblers of all sizes and shapes.

Ingenious packaging has been a primary factor in the progress of the Kraft organization since early in its history. When James L. Kraft, founder of the company, obtained a patent in 1916 for a method of blending and pasteurizing natural cheese, he opened up this field to packaging. The resultant product, tinned cheese, had the then unknown virtue of uniform quality, available to the buyer without waste, and providing the buyer the assurance of a brand name.

Kraft made packaging history in 1921, when the company discarded tin and brought out the container which is generally credited with having launched the process-cheese industry on a national scale—a 5-lb. loaf of cheese packed in a rectangular wooden box. Kraft officials learned early about the re-use value of a package, for these sturdy boxes became almost a standard household container for nails, screws and miscellaneous small parts. Thousands of them were metamorphosed by amateur artisans into everything from bird houses and doll beds to miniatures of the Taj Mahal.

But the significance of the Swankyswig beverage glass goes much deeper. Three facts stand out prominently:

1. The production research and development work required to produce the tumbler in the vast quantities needed by Kraft was a major factor in bringing the art of ceramic color decoration to new standards of speed, accuracy and flexibility.

2. The continuing consumer research program carried on by Kraft and its advertising agency, J. Walter Thompson Co., in order to keep new tumbler designs and decorations in line with the public taste, is perhaps unique in the annals of packaging in this country. As a result of this program, the tumbler has undergone a number of surface decoration changes through the years, maintaining unmistakable identity by means of distinctive design of the paper labels.

3. The Swankyswig package has demonstrated repeatedly that design changes in the container itself, independently of any modifications of the product, can be merchandised in such a manner as to produce important sales increases. By appealing to the housewife's innate "collecting" instincts and her desire to have the newest patterns and colors, Kraft has been able to make each new Swankyswig version a potent sales weapon.

History of the Swankyswig

Kraft had been making cheese spreads for some time prior to the adoption of the decorated glass tumbler, but company officials felt that a satisfactory re-use tumbler for such products would greatly expand their market potential. However, there were certain practical difficulties which remained to be solved. A glass container was undoubtedly the answer, but obviously a threaded-mouth jar with metal screw cap, such as was being used at that time for the company's Kay cheese relish spread, had only limited value as a re-use package.

The immediate predecessor of the decorated glass tumblers was a line of four cheese spreads in "Kleen Kups"—paper containers of the type still popular for such products as cottage cheese—which made their bow in December, 1931. A company announcement pointed

POSTWAR RETURN of decorated "Swigs" was a happy event in delicatessen departments, as is evidenced by this typical full-counter display.

Clever Lady!
YOUR SALADS AND SANDWICHES ARE SIMPLY DELICIOUS! PLEASE TELL ME HOW YOU MAKE THEM!
IT'S EASY! JUST ORDER KRAFT CHEESE SPREADS! THEY'RE WONDERFUL! AND YOU CAN USE THE GLASSES FOR SERVING BEVERAGES. AREN'T THEY ATTRACTIVE!

STORE DISPLAY of early glass pattern shows the advertising approach successfully used with this package from the start. This was the second pattern introduced. Dealers were taught to stack some tumblers with label concealed, to show off color decoration.

STAR PATTERN, introduced by Kraft about 1935, was well adapted to the early "squeegee" decorating methods, since accurate placement of design was not a requirement of this pattern.

out that these products were packed in 4-oz. paper cups "matching and expressing in colors the delicate flavors of the products themselves." The containers were done in soft pastel shades, including Wedgwood blue for Cream Relish, light green for Roquefort Spread, yellow for Pineapple Spread and pastel salmon for Pimento Spread. Colors were selected for effective mass display in the retail stores. Used with the paper cups was an inner wrap of metal foil, which sealed the contents of the package and provided a quick means for attractive table service. The chief disadvantage of the "Kleen Kups" was their opacity. Kraft officials—notably G. C. Pound, now executive vice president, and John H. Platt, vice president in charge of advertising and public relations—evolved the idea of a decorated, re-usable drinking glass.

They faced the problem not only of obtaining tumblers which could be decorated at high speeds, but also of locating a satisfactory closure. Most of the company's experience up to that time had been with screw-type closures, which required a threaded lip on the container. The idea of a side-sealing closure was rejected because it would have been difficult for the housewife to remove and also because of the danger of loosening the caps by striking them in packaging and handling.

After considerable research, the White Cap Co. came up with a top-sealing cap which provided a complete vacuum seal for the Swankyswig tumblers and could be replaced on the glass to protect unused contents. This specially engineered cap employed a cut gasket vulcanized directly in the cap. Odorless and tasteless, the gasket was based on natural rubber and was sufficiently resilient to offset any variations in the lip of the glass and provide perfect sealing. In later years, synthetic rubber was adopted for the gasket. The lithographed caps were first sealed by Kraft by means of mechanical vacuum equipment already available in the plant. Later, the sealing operation was changed over to high-speed equipment supplied by the cap manufacturer.

As supplier of the glasses, the Hazel-Atlas Glass Co. took on a tough assignment. Since the art of hand-decorating glasses at high production speeds was at that time primitive compared to present-day standards, the first group of tumblers carried a simple type of decoration—a $^1/_8$-in. red horizontal band with a black hairline. This decorating job, performed by hand, required about 280 girls, working around the clock, to keep Kraft supplied.

In fact, as Kraft and Hazel-Atlas representatives now recall with a chuckle, the scope of the operation proved quite a disturbing influence on the population of Wheeling, W. Va., where the tumblers were made. Attracted by the higher rate of pay, a good many domestic workers left their jobs and went to work for Hazel-Atlas on the Kraft project.

"We started by working girls at benches, like pottery and dish decorators," recalls F. C. Flint, chief chemist for Hazel-Atlas. "Then we built a moving conveyor to take the ware to and from the girls. We built our own decorating lehr, calculating the heating-up time by optical-glass methods—the only way such work had been accurately done."

The next tumbler design consisted of two $^1/_{16}$-in. blue bands with two white hairlines, applied by hand as the tumblers were rotated on a table. It was very difficult to keep the bands uniform in thickness.

On the third Kraft design, which consisted of an all-over pattern of dots within small circles, the "squeegee" method was employed. A comparatively new technique, it involved the use of a squeegee and stencil and a mechanical method of handling the glass. At first, every stencil was cut by hand on a resinous film which was ironed onto Swiss silk of about 120 mesh. The stencil, cut with a knife on a draftsman's compass, required 2 hrs. to produce and lasted for about 6,000 glasses.

The squeegee technique worked out satisfactorily on the circle and dot pattern because it was not neces-

sary to "spot" the design in any particular place. Later, an all-over star pattern was handled in the same manner.

Meanwhile, important improvements were being made in the ceramic colors used to decorate the tumblers. There was a considerable development in the use of the proper oil to support the pigment, which itself is a highly colored glass. The color suppliers worked toward better colors that would be more brilliant and would fire on more smoothly.

At about the same time, through a joint activity of Hazel-Atlas and some of the photographic companies, photographic methods of making the silk screen of hardened gelatin poured onto the silk were developed. This process produced better, more resistant stencils which were more accurately spaced, had greater uniformity and required less labor than the earlier hand methods.

From the manufacturing standpoint, the year 1937 is an important milepost in the history of "Swanks." Then, for the first time, two-color screens were developed by Hazel-Atlas at Clarksburg and the original tulip design—one of the most popular patterns ever offered by Kraft—was the result. It combined a frosty white on the graceful leaves and stems, with a choice of red, green, blue or black on the petals and flower pots. This design required two squeegees and a spotting of the second color with relation to the first.

Further improvements in glass colors yielded designs which were highly resistant to washing and could be fired to a smooth finish while maintaining brilliance of color. Simultaneously, the squeegee machines were made increasingly sturdier, smoother and more accurate, permitting more intricate designs. The tumbler itself has also been the object of progressive improvement. From the outset, Kraft insisted upon as light a weight as possible, consistent with adequate strength. Refinements in the manufacturing process resulted in thinner glass which not only afforded important reductions in weight, but also had greater visual and re-use appeal. The high standard of accuracy now required in the tumblers may be judged by the fact that an electric-eye control automatically rejects any tumbler failing to meet specific measurements within $^{1}/_{1,000}$ of an inch.

Advertising and promotion

Kraft's first group of cheese spreads in "Swanks," which made their market debut in October, 1933, included five varieties—Roquefort, Kay, Old English, Pimento and Pineapple. They were launched in Kraft's characteristically vigorous fashion, utilizing a variety of advertising and promotional media. In December the tremendous merchandising power of the Kraft radio program, which made history with such stars as Paul Whiteman, Bing Crosby and Bob Burns, was beamed directly on Swankyswigs, which continued to be featured on the show until Feb. 1, 1934. A typical commercial from one of these early programs went as follows:

Announcer: "Tonight, Kraft—makers of Miracle Whip salad dressing, Kraft Mayonnaise ... and the world's largest makers and importers of cheese—introduce to you Kraft cheese spreads packed in the new Swankyswig beverage glasses. But listen—Mrs. Dixon has just discovered these fine Kraft cheese spreads in her favorite grocery store. She is admiring the Swankyswig glass . . ."

Woman: "Isn't this glass attractive ... the red and black stripes ... and what a convenient size glass! It would be perfect for tomato juice ... or fruit juice cocktails. It's really good for any drink."

Man: "And don't forget the Kraft spread in the glass, Mrs. Dixon ... the Pimento cream spread. It's actually made of cream cheese and Spanish pimento."

Woman: "Oh, I use the Kraft spreads all the time ... they're so good and so convenient—but just wait until I get home with them packed in these new Swankyswig glasses. What a fight there will be for them!"

It was hardly an exaggeration. As the new packaging program began to take hold, women all over the country bought the new packages in increasing quantities and a large proportion of them began collecting sets. But the appeal of the "Swanks" was by no means confined to homes; thousands found their way into restaurants, school, church and club dining rooms and other places where food was served. Kraft had indeed "rung the bell" with a re-use package having almost universal appeal.

A few months later the second design, featuring four horizontal stripes instead of two, began reaching the market. Backed by intensive promotion, the Swankyswig tumblers soon rocketed sales of Kraft cheese spreads to new heights. In 1934, the first full year during which the glasses were the sole type of container used for these products, sales of the spreads were up 601% over 1932—the last full year for the paper-cup packages. In 1948 Kraft's gross volume on the cheese spreads, with due allowance for normal extension of

MILESTONE in Swankyswig development was this tulip pattern, 1937, first to use two colors in register. Combining frosty white for the leaves and stems, with a choice of red, green, blue or black for petals and pots, it was one of the most popular patterns Kraft ever offered.

business and introduction of additional varieties, was $10^1/_2$ times as great as in 1932.

In merchandising the spreads, Kraft has consistently featured related-item selling, displaying the complete line of spreads in Swankyswig glasses along with crackers and other foods normally served with them. "Jumble" displays are favored as sales builders and on shelves retailers are encouraged to display some of the glasses with the unlabeled side out to emphasize the reuse feature.

Through the years, "Swanks" have taken their turn periodically, along with other Kraft products, on the company's Music Hall radio program and have had the support of frequent full-color ads in *The Saturday Evening Post* and other national publications. A number of these ads have served to introduce new tumbler patterns.

From the beginning Kraft made no attempt to place the company name directly on the tumbler, recognizing that housewives would hesitate to use them as freely in this case as when they were left without company identification. But their shape, size and type of decoration were distinctly Kraft's.

Consumer testing

Because new designs are so important from the merchandising standpoint, their selection involves much study by Kraft and its advertising agency, J. Walter Thompson Co. The usual practice is for a large variety of possible new designs to be given a preliminary screening by a special package and label committee, which narrows them down to a workable number. Selected patterns are then paneled consumer-wise by the agency for a final selection.

There is no set interval between the announcement of new designs. Kraft keeps a close check on the acceptance of the current pattern; whenever there are definite signs that it is losing its sales punch, a new pattern, already selected, is introduced. Once the new design enters trade channels, remaining stocks of the discontinued tumbler are cleared out quickly through high-volume retail outlets. A coded pick-up date on all the labels facilitates clearance of older stocks.

Through this continuing program, Kraft has assembled a wealth of information on consumer likes and dislikes relating to tumbler shapes, designs, colors, etc., and on their habits in collecting and using the Swankyswig glasses. One fact pretty definitely established is that floral designs, in the main, are more attractive to women than geometric or abstract patterns.

In a typical study in 1937, the tulip pattern was named first choice by 22.8% of the women interviewed, with a checkerboard design rating 19.1%, a sailboat motif, 18%, and small checks, 11.5%. When first, second and third choices were grouped, the tulip pattern emerged first with 64.3%, followed by 47.1% for the sailboat and 43.2% for the checkerboard. None of the other five patterns tested received a significant percentage of choices. On the question of glass shape, the tapered glass was preferred by 52.5% and the straight glass by 46.3%, with 1.2% registering no preference.

A telephone consumer survey and trade survey in April, 1939, brought out the fact that, despite favorable reaction on preliminary tests, a newly introduced Swankyswig tumbler was not being well received. This research is of particular interest to packagers because it points up some basic consumer attitudes on opaque and transparent containers.

The tumbler in question was Carnival Ware, a sharp departure from Kraft's earlier tumblers. Of flared design with three step-down rings, it was "a new kind of opaque glassware that looks like pottery," as Kraft described it. The glasses were available in several bright colors, including blue, red, green and yellow. They were expected to be particularly popular in view of the then current vogue for bright tableware.

Of the 83 women interviewed who had either purchased or seen the Kraft spreads in the new glasses, 21 stated they liked them better than previous designs, while 47 did not and 15 had no preference. Of those who did not like the new glasses, about half objected to the fact that they were not transparent. Others stated that they did not like the colors because they failed to fit into the color scheme of their dishes, were gaudy, or they did not like bright tableware at all.

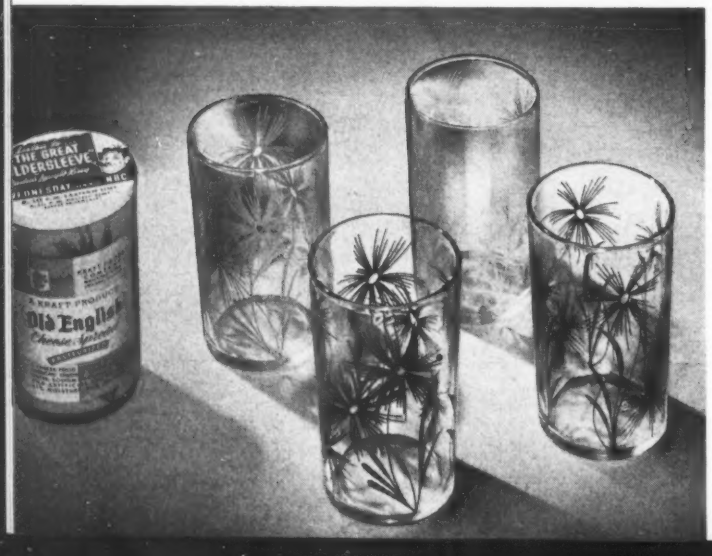
At the same time, retail grocers were queried about the Carnival Ware. Of those contacted, slightly more than 50% did not like the glasses as well as earlier designs, the principal objection being that with the opaque package it was necessary to inspect the label more closely in selecting the proper type of cheese. Needless to say, Carnival Ware was discontinued.

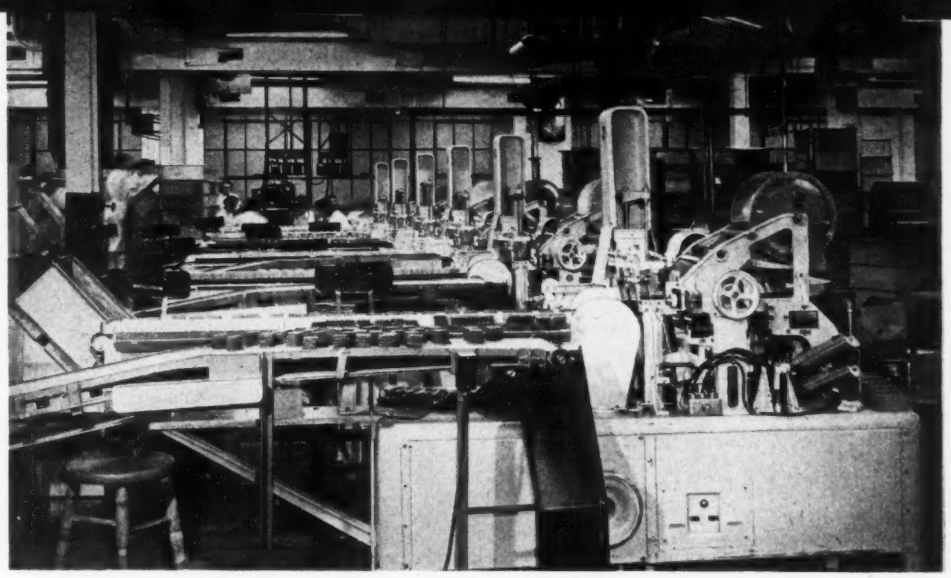
An interesting fact turned up in one survey was that 94.3% of the women who had purchased Kraft spreads had saved the glasses. Four out of five said they collected sets of six or eight.

Cross-advertising on caps

When "Swanks" first hit the market in 1933, the top-sealing caps, identical for all varieties, featured a prominent initial "K" in a circle, (*Continued on page 212*)

ONE OF "POSY PATTERN" group introduced simultaneously in 1940 was this popular cornflower design. Others were tulips, jonquils and violets, each available in a choice of four colors. By now, housewives had begun building sets of each pattern. Cap advertises Kraft radio program.





BATTERY OF SIX machines at Charlotte, N. C., plant of Lance, Inc., which—first to use this new equipment—has 17 machines in all. Each is capable of turning out more than 3,600 cellophane-wrapped, heat-sealed, thermoplastic-labeled cracker-sandwich packages every hour.

Cracker wrappers

MACHINES WHICH HAVE DEMONSTRATED A 70% LABOR SAVING

ON CRACKER SANDWICHES HAVE WIDE POSSIBILITIES FOR OTHER PRODUCTS

As American as apple pie and probably even bigger in volume of business, is the cracker sandwich. So popular is this snack that a single plant in the South is geared to turn out, every 8 hrs., a half-million cellophane-wrapped packages of sandwiches—principally peanut-butter filled—and the annual production of the entire industry runs into the hundred of millions of packages.

No matter how often he buys them, the customer insists on seeing for himself what the sandwiches look like and what they are filled with. The best selling package, therefore, is the one that gives maximum visibility on all sides. Yet, until recently, manufacturers of these products have had to choose between costly hand wrapping with a sticker label, or mechanized packaging using either printed cellophane or a collar, boat or paperboard support—with unsatisfactory visibility.

Now there are available machines which will (1) wrap cracker sandwiches in clear cellophane without a collar, boat or other support, (2) heat seal the wrap and (3) automatically apply and seal small spot labels on one or two sides of the package—without breakage. These machines are sweeping through the cracker-sandwich industry (a particularly big business in Southern states) and the demand has been such that their obvious advantages for handling other bakery products—and many non-bakery products—has not been fully exploited.

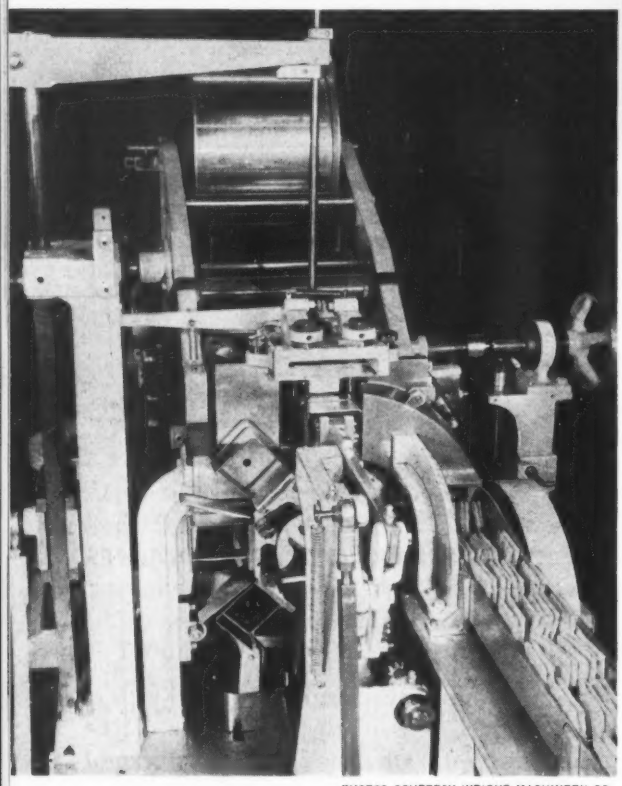
In addition to their ability to handle products as fragile as crackers without breakage, an outstanding feature of the machines is their capacity for adjusting, within limits, to variations in the dimensions of the product being wrapped. Obviously, no two stacks of four cracker sandwiches are likely to come to exactly the same height.

An excellent example of what this type of mechanical development can mean to packaging is found in the Charlotte, N. C., plant of Lance, Inc., a specialist in the cracker and cookie sandwich and reputed to be the biggest in the business. Since the first installation little more than a year ago, Lance has acquired a battery of 17 machines at the Charlotte plant and has similarly equipped a branch plant at Greenville, Tex.

Previously, when all packages were hand wrapped, at least 10 girls were required on a line to handle the output of each sandwich-making machine. Now, a single automatic wrapping machine with three attendants replaces these 10 girls on each line. Two girls fill the pockets of the conveyor leading to the machine and the third packs the finished packages in cartons. On the 17 lines in the Charlotte plant, labor has been cut from more than 170 girls to 51. Each machine turns out an average of 60 packages a minute—better than 27,000 packages in an 8-hr. shift, which equals the production of 10 to 12 hand wrappers.

Versatility of the machines is demonstrated by the fact that some handle square sandwiches, others round; Lance, in addition to cracker sandwiches, is packaging

CLOSE-UP of intake conveyor (right), elevator wheel which turns stacks upright and receiving box (center). Horizontal plunger is in position to push stack into receiving box. Vertical plunger is pushing preceding package down through vertical fold chute. Note cellophane feed in the background.



PHOTOS COURTESY WRIGHT MACHINERY CO.

LOADING the conveyor pockets is a hand operation which requires two attendants. Sandwiches arrive on the conveyor belt shown at the right and are loaded four to a pocket for packaging.

fig bars and a variety of chocolate and sweet-fill sandwiches.

Standard heat-sealing moistureproof cellophane (300 MST 52) is fed from a continuous roll. All folds are controlled to give a proper lap for heat sealing; folds are made in a novel economical way, requiring sealing on two sides and one end only. Regular die-cut, thermoplastic labels are heat sealed to the two ends of the Lance pack simultaneously after the end fold has been pre-sealed. Each of the two label magazines holds 2,000 labels and magazines can be replenished without stopping the machine.

The machine used at Lance will handle packages with a nominal width (diameter) range from $1^5/_8$ to 2 in. and a height range from $1^1/_2$ to $2^5/_8$ in. A machine set for one nominal size of product is automatically flexible to handle the slight variations in size caused by variations in baking, punching, filling, etc.

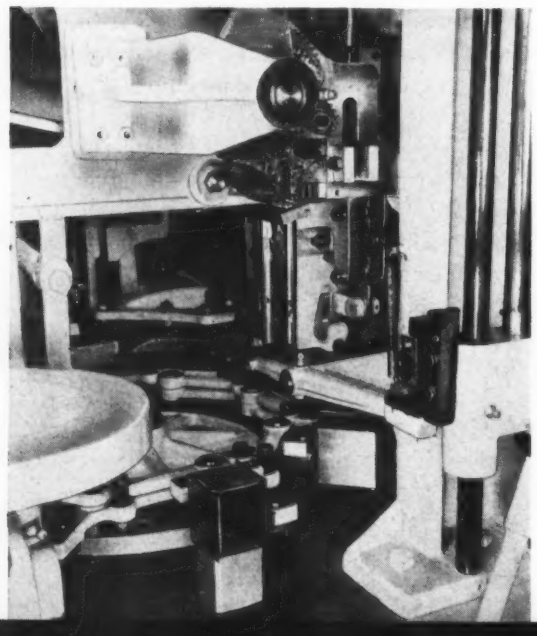
The operation, illustrated by the accompanying photographs, is as follows.

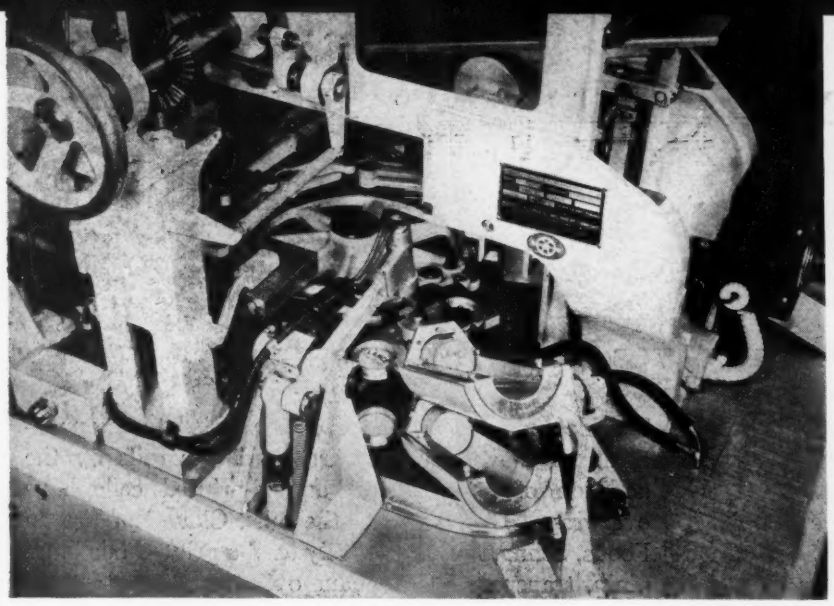
The sandwiches, cakes or cookies arrive on an endless belt and are manually picked off, inspected and placed on edge in the proper number in the pockets of the machine's intake conveyor. In the case of the peanut-butter cracker sandwiches, four sandwiches make a package.

The intake conveyor transfers the stacks directly into elevator wheel pockets, which turn the stacks to an upright position and raise them to the proper level for the wrapping operation. There are eight pockets in the wheel. During this part of the cycle, a feeler mechanism actuates the cellophane feed so that a sheet of cellophane is cut from the roll and will meet the pack above the vertical-fold chute. If for any reason a pocket in the elevator wheel is empty, the cellophane feed will not operate.

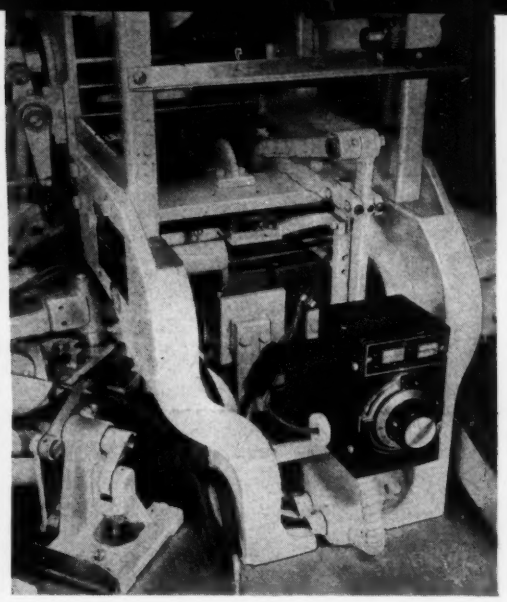
When a stack reaches the top of the elevator wheel it is pushed out of the pocket into a receiving box which is directly over the vertical-fold chute. At the same

FROM VERTICAL CHUTE (right center) partially wrapped packs drop into pockets of turret wheel. Top fold blades and top heater block are in left background. Gears at top are part of cellophane-feed mechanism. Setting block in nearest pocket is used to align pockets on turret.





LABEL MAGAZINES, showing top and bottom labels in the label carrier moving to meet a package in the turret pocket. Inserts in the label magazines are removable to accommodate labels of various shapes and sizes.



SIDE HEATERS and thermal control unit. Label magazines and top label heaters are in left foreground; discharge, to the right.

time, the cut sheet of cellophane has been fed between the receiving box and the vertical-fold chute.

A vertical plunger pushes the pack down onto the cellophane through the chute, which forms the side folds on the package. Below this chute the package enters a pocket in an intermittently rotating turret. The pocket closes gently on the package and holds it between side plates, the movement of which is regulated by springs, providing the necessary flexibility for slight variations in size of the sandwich stack.

As the vertical plunger returns to its up position, a fold finger makes the first or trailing fold on the top of the package. The remainder of the top fold is made by stationary fold blades as the turret revolves. The pack then passes under a heater block which seals the top folds.

While the pack is under this heater block, a feeler underneath the pack causes the label feed to pull the labels from the two label magazines by vacuum and move them mechanically into position to be applied. If there happens to be no pack in a pocket of the turret, no labels are pulled from the label magazines for that cycle.

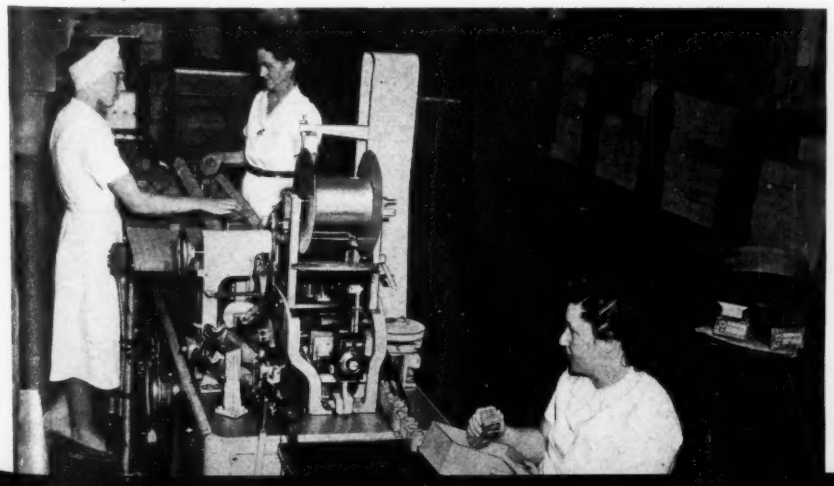
At the next station the labels are heat sealed to the two ends of the Lance pack, under controls which assure the proper location on the package. (Other manufacturers apply one end-label only; the machine is adjustable to apply either one or two.)

Following labeling, the package is pushed out of the turret pocket and then is pushed horizontally between the side heaters, which seal the side folds. These heaters move gently in against the package and then retract before the next package is pushed into position, this action helping to eliminate breakage of the crackers.

After this final operation, the package is pushed out of the sealing station by the following package and slides down a gravity discharge chute to a table for easy one-hand pick-up in groups of three. One attendant at this point easily handles the output of 60 to 64 packages per minute, loading them in the chipboard telescoping cartons, of folding construction, in which Lance ships the sandwiches, 30 packages to a carton.

The operation is the same for all of the Lance products, with minor variations in the machine to accommodate the shape of the product and the shape of the label. The Lance label for (*Continued on page 219*)

CARTONING is done on the spot as the packages flow from the machine. Three attendants with machine now do the work of 10 to 12 hand wrappers.



FOLDING BLANKS make up the telescope-style chipboard boxes holding 30 packs each.

MP DESIGN

Printed cellophane gives new color appeal

Sparkle and sales appeal have been added to the packaging of Cloverleaf quick-frozen dinner rolls by the addition of a four-color, aniline-printed cellophane overwrap. Distributor of the rolls, Cloverleaf Frozen Foods, Selma, Ala., previously used a printed label and plain, transparent cellophane overwrap.

The new wrap is printed by a high-speed press, the inks being dried by hot air as each color is run to give a remarkably clean, sharp impression. Straight pigment inks—white, deep blue, yellow and brown—are used. To get the brown shade typical of the baked roll, the yellow and brown plates were made 65-line screen. An interesting merchandising feature in the design of the wrap is the date spot prominently displayed on the left side of the package face.

CREDITS: *Wraps printed by Standard Printing Co., Columbus, Ga., using Kidder "Cello-Printer" press. Cellophane, Sylvania Div., American Viscose Corp., New York. Inks, International Printing Ink Div., Interchemical Corp., New York.*

Customer-approved packages

Women associate a red and yellow carton with margarine—a cool color scheme with a butter carton, according to Golden State Co., Ltd., San Francisco. The company claims this was learned when it asked California women their preferences of design and color for Golden State's new butter carton. Through an independent research organization, a group of "blind" packages, including the company's own red and yellow packages, was shown to the women. The red and yellow package was placed on the bottom of the list.

Four "blind" package designs, all of the same color scheme, were then shown to the women. If a housewife picked the Golden State design (lower right) as first or second choice, she was asked to pick the same design in a selection of colors. Final results showed the lower right-hand package (in final form in the display piece at the top of the picture) to be first choice. Preferred colors were medium blue and cream.

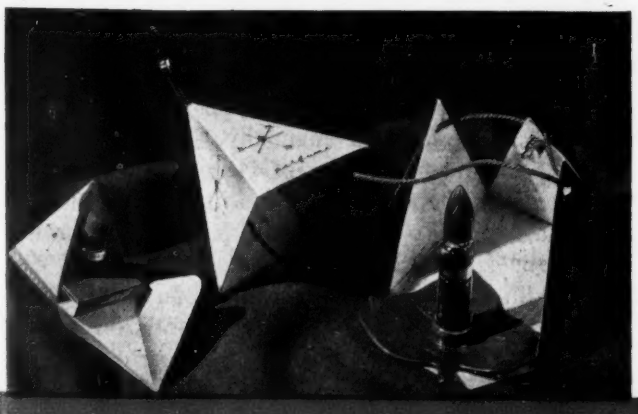
CREDITS: *Design, Cornelius Sampson, San Francisco. Carton, Marathon Corp., Menasha, Wis.*

HISTORIES

Inexpensive paperboard wall dispenser

A little more than a year ago Nandor Szasz, owner of Favorite Flavors Co., introduced extracts of herbs and spices in vials that fitted into a plastic rack, originally designed for holding poker chips. (See "Table Spice Kits," MODERN PACKAGING, Sept., 1948, p. 127). The clever re-usable package was a success as a gift item, but Mr. Szasz believed there would be a wider market for his products if they were packaged more simply in popular-priced units. He put his inventive mind to work. The result is this one-piece, die-cut, wall dispenser package of paperboard—scored, folded and stapled to hold six vials of product—ready for hanging in the kitchen. Brand and product identification are on front; directions for use are on the back. Packed face to face, with protective inserts of corrugated board, packages nest for safe shipment.

CREDITS: *Die-cut paperboard packages and labels, Stephen Lory, New York. Vials, Kimble Glass, division of Owens-Illinois Glass Co., Toledo, Ohio.*

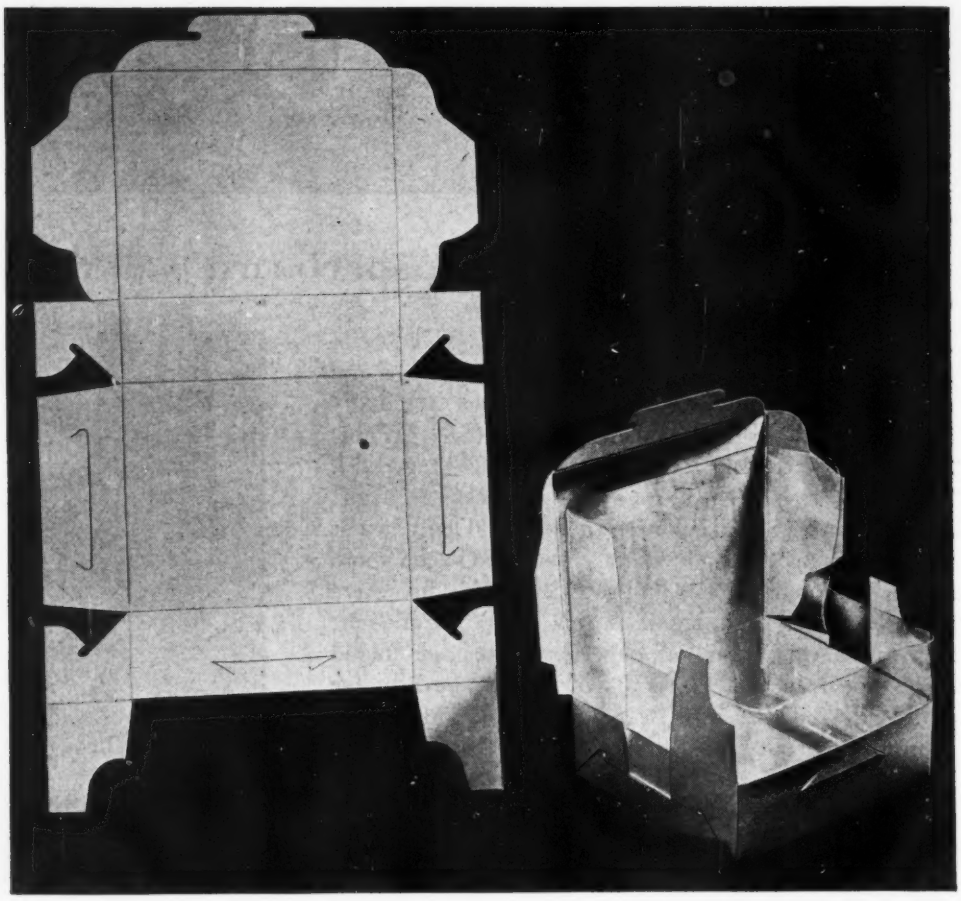


Intriguing triangles

Triangular-shaped folding paperboard containers selected by two British companies for their products provide a refreshing change in package designs. One is the "snuffer-cap" package for the new perfume, By Candlelight, distributed by Delavelle, Ltd. The die-cut, glued, triangle lid is attached to the base by a red cord which is threaded through the points of the three die-cut side walls of the base so that when the cord is pulled through the apex of the lid, the walls are drawn together and the lid slips over them.

The second triangular package is an acetate-windowed folding carton for the Biroette pen manufactured by Miles-Martin Pen Co., Ltd. The one-piece, die-cut blank is designed so that, when folded, it provides a V-shaped recess with two holders to secure the pen and a die-cut slit for insertion of a direction leaflet. When closed, the pen is visible through the window.

CREDITS: *Designer, W. M. de Majo, London, England. Assistant designer of Biroette package, P. Harvey. Containers, Richard Pye & Co., Ltd., London.*



SCORED BLANK has cellophane liner pre-attached by spot gluing when it arrives at packing plant. At right, box is shown set up, ready for filling. Two standing ears at front edge help hold liner open in filling and later, folded over, facilitate closing. Liner is particular feature of package.

Birds Eye goes automatic

PLANTS OF THE BIGGEST FROZEN FOODS PRODUCER ARE BEING CONVERTED TO NEW MACHINES DESIGNED FOR HANDLING A CELLOPHANE-LINED, LOCK-TAB CARTON

Food freezers long have sought more satisfactory packaging in retail sizes. The postwar period has seen several significant developments along this line and others are in the making.

The requirements of frozen food packaging are severe. The package must provide a high degree of water-vapor protection for the product over what may be a long period of storage, yet be inexpensive. It must have an effective display surface to invite first sales and be easy to open and use to encourage repeat purchases. To reduce costly hand labor to the minimum, it should permit the use of automatic equipment for forming, filling and closing.

Last year, first commercial tests were run on new equipment for automatically forming and closing a type of one-piece, cellophane-lined, lock-tab folding carton which had had some previous use despite the fact that it had to be handled manually. This spring the Birds Eye-Snider Division of General Foods Corp., satisfied with the tests, converted its packing plant at Yakima, Wash., to the use of this package on the new automatic equipment.

Now Birds Eye-Snider—the world's largest marketer of frozen foods—reveals that it will standardize on the new equipment and cellophane-lined carton for virtually all of its operations. As rapidly as the equip-

ment can be manufactured and delivered, Birds Eye is converting other plants to the automatically handled package. The development thus becomes one of the most important in frozen-food packaging in recent years.

The carton comes to the packing plant as a scored blank to which a cellophane liner has been attached by spot gluing. Having the cellophane in direct contact with the frozen food product minimizes desiccation, it is claimed.

The blank is hand fed into the forming machine, which sets the carton up ready for filling and sends it off on an endless belt. One operator can keep the forming machine supplied at a rate of 60 cartons a minute.

In the packing line, the carton is filled from the broad side and it therefore is adaptable to the handling of all products, whether free flowing or not. For free-flowing products, conventional rotary, pocket-type fillers are used. Winter or spring vegetables such as asparagus spears, cauliflower and broccoli generally are hand filled.

The automatic closing machine folds the cellophane around the product and locks the cover in place by means of the interlocking tabs and slits. The closer, with one attendant, runs at a speed of 120 cartons a minute, requiring the use of two forming machines to supply it.

Finally, a waxed-paper overwrap in the conventional Birds Eye four-color pictorial design is applied and heat sealed.

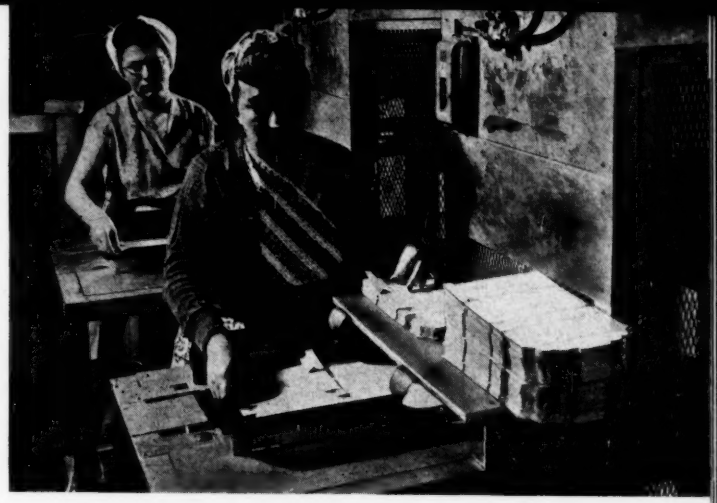
The forming and closing machines will be leased to packers on a yearly rental basis.

This package is believed unique in providing a cellophane liner in a carton that is formed automatically. In the research leading to this development, one of the prime objectives was to retain the protection of the inner liner while at the same time eliminating the hand labor and expense of the conventional cellophane-lined frozen food package.

The stock used is white coated manila-lined frozen food carton board. The blank is high-gloss paraffined on the outside and wax impregnated on the inside. The cellophane is MT 300. It is attached to the blanks at the supplier's factory with specially developed adhesives.

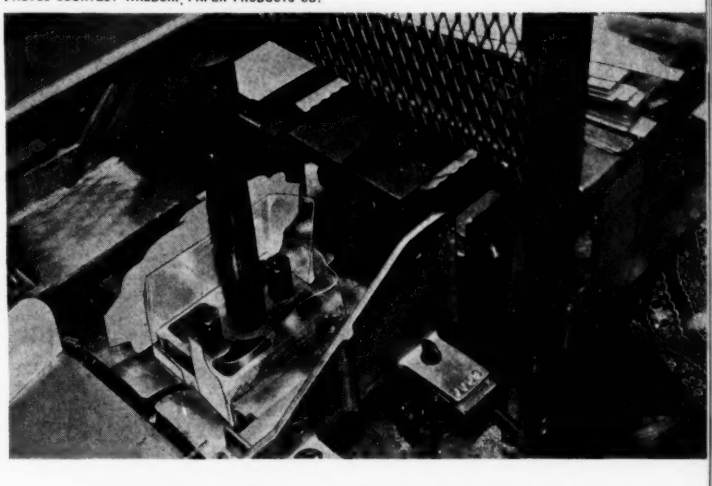
Thorough commercial tests on the forming and closing machines were conducted at Birds Eye plants in Medina, N. Y., and Corinna, Me., during the 1948 season. Birds Eye then converted its Yakima plant to the mechanized operation and opened the packing season with asparagus in mid-April, continuing on this product through May and into June, often on a two-shift basis.

At the outset, the Yakima plant used three forming machines, with a fourth to be added later to supply two packing lines. In one, women this spring were filling the cartons with asparagus spears, a hand operation at any plant. In the other, automatic filling equipment was used to fill the cartons with cut



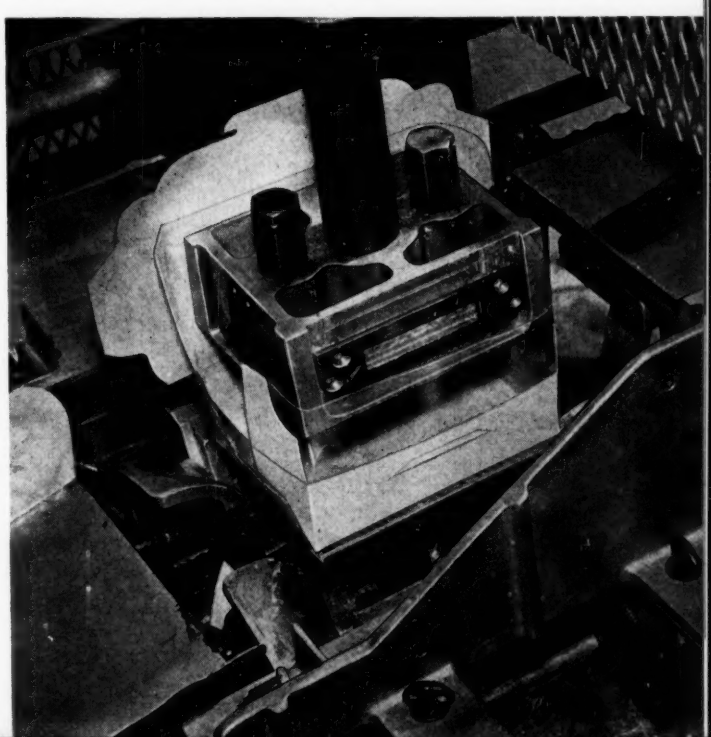
FORMING MACHINES are hand fed, but otherwise fully automatic. Operator feeds blanks, one at a time, onto endless chain below the platform.

PHOTOS COURTESY WALDORF PAPER PRODUCTS CO.



FORMING STARTS as plunger drives the blank into the forming die. At the same time, metal fingers lock side tabs to hold the carton erect.

PLUNGER WITHDRAWS and the elevating platform lifts carton up, ready for ejection by air blast. Die opens, ready to receive new blank.



TWO LINES are operating at Birds Eye's Yakima, Wash., plant. Here cartons are moving right to left, from automatic fillers through closing machines (with metal screen hoods) to overwrappers at left.

asparagus; women in the packing line then weighed the cartons individually.

Since the nature of the product, asparagus, requires either hand packing or hand weighing, or both, maximum economies of the new set-up were not realized on the first product of the season. However, Birds Eye plant officials indicated that the automatic closing equipment alone reduced the amount of help in the packing line by five to eight persons.

Completely automatic filling equipment is used for free-flowing items such as peas and cut corn. Here, Birds Eye men indicated, the closing machine would be moved up next to the filler and the hand operation would be entirely eliminated. With this set-up, according to the carton manufacturer, the closing machine eliminates the work of 10 to 16 persons in each line, depending on the speed of the line.

The closing machine feeds directly into conventional equipment applying the waxed-paper overwrap. The speed of the closing machine, which has a maximum of 130 cartons a minute, is adjusted to that of the overwrapper. For asparagus at Yakima, this held production to 90 to 96 cartons a minute.

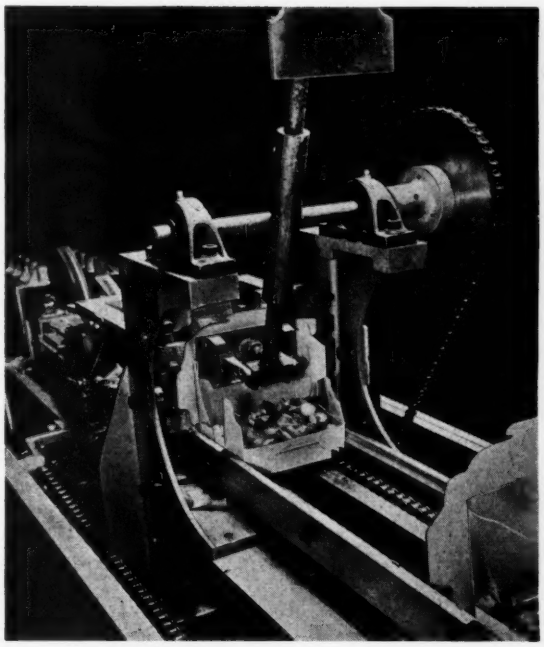
In addition to the substantial saving of labor, Birds Eye men report an important reduction in the cost of package material. The carton is formed with no more stock than is required for a conventional seal-end carton, it is claimed. Ears that tuck in the cellophane during the closing process are taken from the waste around the adjoining cover. Experience has shown a significant reduction in damaged cartons in comparison with methods previously used.

The new equipment is designed for the standard size of consumer frozen food package, 4 by 5 in. Depth may vary from $1^3/_{16}$ to $1^7/_8$ in. Easy adjustments permit the shifting of the equipment from one depth to another, depending on the product being packed.

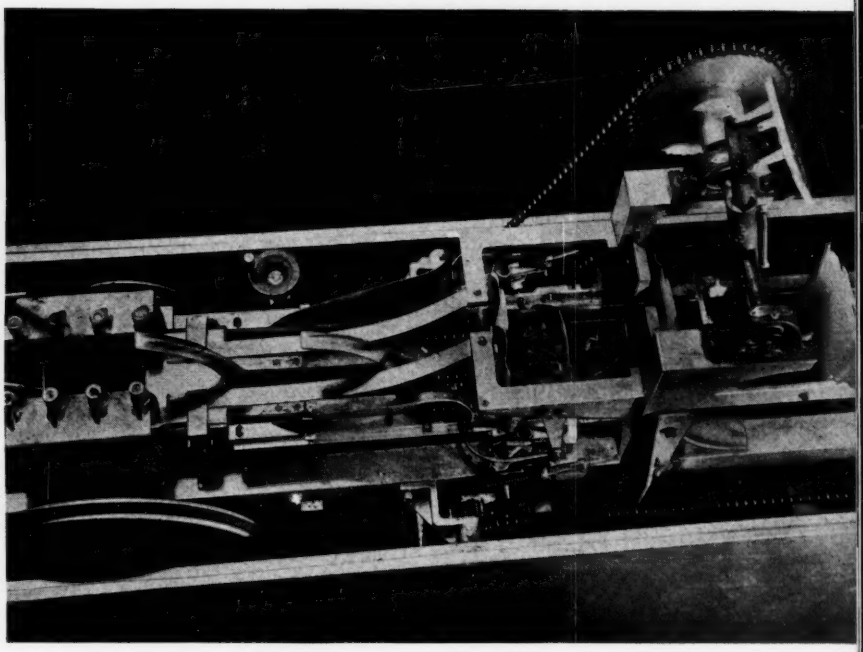
For the asparagus pack, which is 4 by 5 by $1^1/_2$ in., the blank has an over-all dimension of 8 by 14 in. The blank is irregular in outline, with its notched tabs and die-cut slits for locking. The cellophane liner is a straight rectangle, 8 by 12 in. The blanks come from the factory, 800 to a shipping container.

Because waxed carton blanks have a tendency to block in storage, an automatic feed presents many complications. It is for this reason that the Waldorf forming machine is hand fed. The operator simply places the blanks, one at a time, cellophane side up, on a moving chain. From that point on, the set-up mechansim is completely automatic.

The chain feed draws the blank into the forming machine and over a cylinder of the same dimensions as the carton bottom. A rectangular piston or plunger drives the blank down onto a sinking platform, which serves as the bottom of the forming die. As it descends, forming dies move in from the sides and ends



CLOSING STARTS as filled package moves on endless chain into position where revolving kicker pushes lid through forming die, breaking flaps. (Hood which covers the machine has been removed for these close-up photographs.)



LOOKING DOWN on closing machine, camera shows packages moving right to left. After flaps are broken by revolving kicker, package moves under two sloping metal arms which fold lid over. Arms and fingers fold cellophane down and press ear flaps over as lid is closed and locked in front slot. Carton emerges at extreme left.

and fit the end flaps or tabs into place. The platform then moves back up and a staccato jet of compressed air blows the formed carton out of the machine and onto an endless belt. The forming machine is compact, standing 68 in. high, 50 in. long and 26 in. wide.

The closing machine is about 10 ft. long. In operation at Yakima, the machine is fully enclosed and completely automatic save for the work of one girl in moving filled containers onto the chain feed of the closing machine.

Filled packages move into the closing machine with the lid erect and the hinged or back side first. A revolving arm or kicker pushes the lid through a prebreak or forming die to crease the edges and front flap of the lid in advance of actual closing.

As the package moves on through the closing machine, two sets of mechanical fingers move out, fold in the cellophane and bend down the tucking flaps at the front of the box so as to keep the cellophane in place when the lid comes down.

A curved metal guide then carries the box along under two sloping steel arms that gradually force the lid down tight. Side flaps of the lid slide into two slits formed when the carton was first set up. The front locking flap is tucked into position by a lip on the curved guide that is carrying the package through the center section of the closing machine. As the final step, the box moves under sets of four spring rollers at each side, which help square up the package. The package is then ready for the overwrap machine.

The closing mechanism is so designed that the lid cannot lock shut unless the inner cellophane lining has first been folded into place, thus assuring full protection for the food.

CREDITS: *Cartons, Waldorf Paper Products Co., St. Paul, Minn. Forming and closing machines developed by Waldorf Paper Products Co. in conjunction with Midway Machine Co., St. Paul, Minn.; forming machines built by Midway and Peters Machinery Co., Chicago, to Waldorf specifications; closing machines built by Midway. Overwraps, Pacific Waxed Paper Co., Seattle, Wash., and Marathon Corp., Menasha, Wis. Overwrapping machines, Battle Creek Bread Wrapping Machine Co., Battle Creek, Mich. Cellophane, E. I. du Pont de Nemours & Co., Inc., Wilmington, Del.*

FINAL STEP is application and heat sealing of waxed-paper overwrap, which gives eye appeal and completes protection of the contents.

VITAL SELLING FEATURE—the four months' guarantee—is incorporated as part of Ironhose trademark. Symbol represents letter "I" composed of a pair of socks, back to back, with large dot.

STRONG IDENTITY is provided by bold, masculine lettering of logotype that also appeals to women because of its simplicity. Face and sides of box are divided in three sections, upper third has buff stripes, center is white with red lettering, lower third is maroon with red trademark. Bottom carries certificate of guarantee, surrounded with trademark repeated to suggest coins. Riders and bands are integrated with box design.

Guarantee packages

IRONHOSE PROGRAM INTEGRATES A POWERFUL SELLING POINT WITH STRONG PROJECTION OF BRAND NAME

Integrating a vital sales factor with package design—a guarantee of four months' wear for every pair of "Ironhose," or four new pairs free—was the unusual problem of the designers in planning a new family of packages just completed for Elting Bros., Inc.

One of the main objectives was strong brand identity because Elting Bros., Inc., is one of the few manufacturers of men's hose who distribute nationally under their own brand name. The new line of packages also had to appeal to both men and women, for although the ultimate consumers are men, a large percentage of the purchases is made by women. The decorative quality had to be planned to appeal to this market, both as a utilitarian and a gift item.

The multiple aims of better inventory control, immediate stock identification, attractive store presentation also had to be integrated in the design with the powerful selling point of the guarantee and, most important, the over-all projection of the brand name. These factors were all aimed to enable a retailer to carry a complete line of men's hose under one label.

The Ironhose line of men's hose is marketed only through selected wholesale distributors throughout the country, who in turn sell to retailers. These retailers fall into three categories, namely, men's shops, general stores and department stores. There are very few men's hose distributed through wholesalers as national brands, since most of them are sold under the wholesalers' own brands. National brands usually are distributed direct to the retailer.

Ironhose are packaged four pairs to a box and consist of fancy and plain hose, full length and anklets in all the latest types of constructions, such as rayon, cotton, nylon and combination yarns. The telescopic-type folding cartons come in three sizes. The largest size is for the full-length hose, with the smaller containers in the shallow and deeper dimensions for the anklets.

The Ironhose repackaging possesses several design characteristics which not only serve to integrate the packaging, advertising and promotion, but meet the specialized requirements of distributors and retailers.

Logotype—The style of the lettering indicates the product's identity and has strength, which appeals to the masculine consumer, as well as simplicity to capture the feminine eye. It has been planned for practical reproduction in greatly reduced size, particularly for use on the transfers which are stamped on every pair of hose. Wherever used, the logotype appears in a striking shade of red on boxes, riders and bands.

Trademark—The Ironhose mark is in the form of a highly stylized "I" composed of a pair of socks, placed back to back, with a large dot above. It repeats the striking red used in the logotype throughout the cartons, riders and bands to tie up directly with the brand name. This strong color is used only on logotype and trademark.

The trademark is encircled with the phrase "Guaranteed 4 Months" to create a medallion-like impression and thus point up the guarantee.

Guarantee—This vital aspect of the hosiery product has been designed as an integral part of the packaging. It appears at the bottom of the box, with the trademark border emphasizing its authenticity. The supplementary copy which runs around the carton's bottom half, on all four sizes, is so planned that the guarantee factor is brought home to the customer when the box is opened.

Identification panel—A study was made of salesclerks' practices in the handling of men's hose. It was found that the clerk takes the carton off the shelf, with the identification panel facing him and turns to his customer to present the merchandise. Thus, the customer receives the full display impact of the box top.

In a number of cases, when the identification panel is placed at the front end of the carton, it is impossible for the clerk to make a last-minute check on style, size and color. By reversing the position of this panel and placing it at the back end of the carton, Ironhose has remedied this situation.

Carton surfaces—The carton has been planned for quick recognition from all positions. The face and sides of the container are broken into three masses, with the upper third composed of buff-colored stripes running horizontally over the top and sides of the box. This element was planned to create a definite feeling of texture and to provide a striking method of recognition. The center panel is white, with the trade name appearing in the strong shade of red previously mentioned. The lower third is a deep maroon, with the trademark in red and the encircling guarantee phrase repeating the buff color used in the stripes above.

All colors are printed on a clay-coated stock and varnished, with the white surfaces left untouched. The container has been so planned that the maximum white area in the center is beyond the reach of the clerk in normal handling, thus safeguarding appearance.

Riders and bands—The riders which appear at the top of each pair of hose are double-faced to simplify handling by the salesclerk. They come in two sizes, the larger for the full-length hose and the smaller for the anklets. One band, holding the four pairs, is used for all styles and sizes. Both the riders and bands carry through the basic logotype, trademark and colors.

Transfers—Each pair of hose is clearly stamped with its proper size to prevent errors by the retailer in selling a size smaller or larger than was originally requested by the customer. This stamping eliminates the use of stickers, which are easily lost. The transfer repeats the new logotype and helps to project brand identity. Transfers on the staple hose also show style numbers.

The Ironhose line is sold by distributors' salesmen with the aid of an unusual type of sales manual. This manual is used by the wholesalers' salesmen in conjunction with their explanation of the line. It is profusely illustrated in cartoon effect to show the retailer the increased profits and sales which will result from the handling of Ironhose. The sales manual also gives graphic explanation of the construction features of the line. It also illustrates the attractive chromium-trimmed display stand and display signs available for retailers and describes the cooperative advertising. These promotional aids use the strongly recognizable family design, color, trademark, logotype and guarantee.

CREDITS: *Design, Koodin-Lapow Associates, New York. Cartons, Robert Gair Co., Inc., New York. Bands and riders, A. Hoen & Co., Baltimore, Md.*

IMPROVED APPEARANCE is striking in this contrast between old and new. Identification panel is placed to face the clerk when the box is taken from the shelf. Maximum white area is beyond the clerk's reach in normal handling, safeguarding the clean appearance of the package.

MODERN

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1 Polyethylene containers that can be re-used as refrigerator bowls have been selected by the Frank Ryser Products Co. for gift packaging its cheeses. The bowl provides a protective container, holds a pound of cheese, has a paper label attached to one side and is wrapped in wet-stretch cellophane. Container, Tupper Corp., Farnumsville, Mass. Label designed by Walter Paul Suter and printed by Williams Printing Co., both of Chicago. Cellophane wrap, H. D. Catty Corp., New York.

2 The West Coast firm, Hollywood Stars, Inc., packages its candy mints in a style befitting its name. Glamorous aluminum foil serves as the wrapper for the stacked candies; printed foil in rich colors—a different color for each flavor—is used for the wrap-around label. Foil labels, John T. Raisin Corp., San Francisco. Foil, Permanente Products Co., Oakland, Calif., and Reynolds Metals Co., Richmond, Va.

3 For the convenience of users, Greene Metal Products Co. has adopted this transparent acetate can with metal end and friction top for its small hardware specialties such as nuts, bolts, etc. Paperboard dividers inside the can keep the various sizes in individual compartments. A round paper label on the cover identifies contents. Containers, Weinman Bros., Inc., Chicago. Cellulose acetate, Celanese Corp. of America, New York.

4 Wine bottles designed to be cut and converted into steins, highball or iced-tea glasses—this is the novel idea San Gabriel Vineyard Co. has developed for its new House & Garden brand. The private-mold bottles are amber glass with brass band. Dealers carry oaken handles and bases for the "bottle with a purpose." Bottles, Benner Glass Co., Los Angeles.

5 This corrugated shipper, printed in two colors, serves a dual purpose in providing a sales-appealing display unit for fresh-cut asparagus grown by the Spaulding Farm. Holding a dozen 1-lb. bunches, the pack encourages dealers to order complete boxes rather than odd quantities. The slotted sides present the asparagus in a neat, eye-catching display. The inside surfaces are paraffined to prevent absorption of moisture. Box, Gaylord Container Corp., St. Louis, Mo.

PACKAGING PAGEANT

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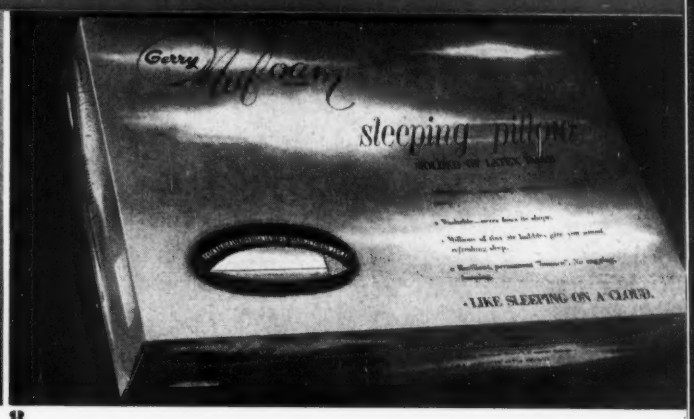

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6 Labels for Parfums Cardinal are designed to complement the distinctive shape of the bottles. The labels have a gold background, black lettering and feature a cardinal red border. The cap is black. Labels, Richard M. Krause, Inc., New York. Bottles, Swindell Bros., Inc., Baltimore, Md. Caps, Armstrong Cork Co., Lancaster, Pa.

7 Increased variety-store sales of Blue Bird toy balloons made by The National Latex Products Co. have proved that putting the balloons in attractive, eye-appealing printed cellophane bags and cartons is smart merchandising. The packages assure product sanitation and reduce pilferage. Bags, Shellmar Products Corp., Mt. Vernon, Ohio, and Oneida Paper Products, Inc., Clifton, N. J. Cartons, The A. L. Garber Co., Ashland, Ohio.

8 Protection and promotion for a new product are combined advantages of this folding box for pillows made by Gerry Nufoan Products Corp. At a glance it suggests "like sleeping on a cloud." The box is printed in four colors and varnished. Box, Denson Banner Co., Inc., Ridgefield Park, N. J.

9 Frozen-fish packages have appetite appeal with the colorful cellophane overwrap used by the North Atlantic Fish Co. for its Courageous Captains brand of quick-frozen fish fillets. Wraps are made by the use of rotogravure printing and color photographs. Wrap, Shellmar Products Corp., Mt. Vernon, Ohio. Wrapping machine, Package Machinery Co., East Longmeadow, Mass.

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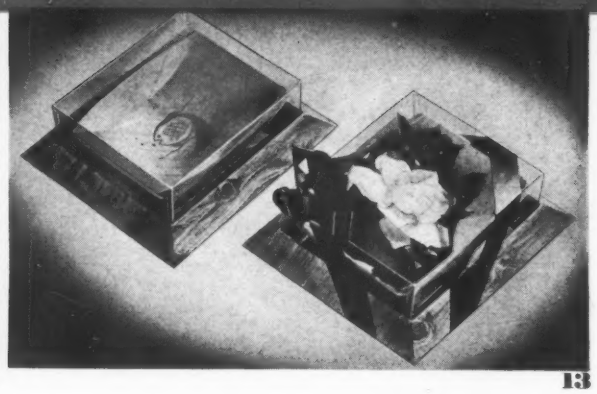
10 To give distinctiveness to its Phyllis line of popular-priced costume jewelry, M & S Jewelry Mfg. Co. has adopted an elegant metal-framed, velvet-covered box. The pad is removable so that the box may be re-used as a jewel case. Box, Farrington Mfg. Co., Boston, Mass.

11

11 Glass-packed hard candies are becoming increasingly popular in grocery stores where they are strong impulse-purchase items. To give these Korday candies added moisture protection, Gold Metal Candy Corp. uses an inner protective-paper seal. Jars, Ball Bros. Co., Muncie, Ind. Caps and Filma-Seals, Ferdinand Gutmann & Co., Brooklyn. Labels, Cameo Die & Label Co., New York.

12



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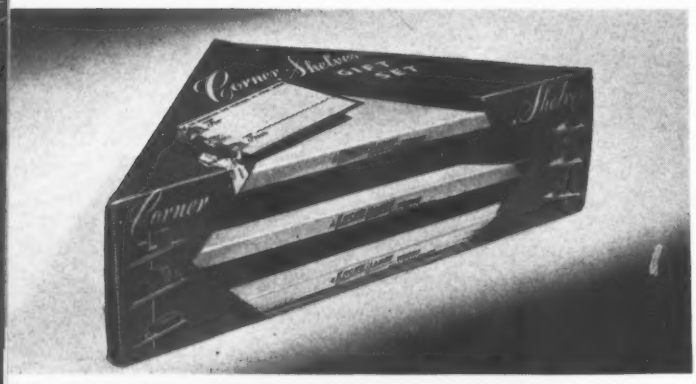

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12 The wholesalers' needs—ready and complete product identification—were the prime prerequisites in redesigning Triangle Conduit & Cable Co.'s packages. The new family design for the corrugated boxes is simple and recognizable at a distance. All copy on the old boxes is retained on the new, but it is placed where it can be quickly seen. Design, Frank Condon, New York. Boxes, Pequot Mfg. Corp., Glendale, N. Y.

13 Glenwood Mfg. Co. of Los Angeles cooperated with local florists who wanted to use the company's formed wooden bowls in a special promotion for Mother's Day corsages, by designing this eye-appealing package. The florists wanted to sell the flowers in the bowls and the problem was to show both items. The box cover is transparent acetate; the base is covered with a wood-grained paper. Ribbons match the corsages. The promotion was so successful that the package will be used permanently in all Glenwood packaging. Box, Specialty Paper Box Co., Los Angeles. Acetate, Monsanto Chemical Co., Springfield, Mass.

14 Corner shelves can be added to the growing list of house furnishings to be packaged. A set of three small shelves is gift packed in a triangular-shaped, paperboard box with a round-the-corner, acetate-covered window that permits the shopper to see the top and side of the shelves, as well as brand name. Box, Eagle Paper Box Co., Tacoma, Wash. Cellulose acetate (Lumarith), Celanese Corp. of America, New York.

15 Spiral ribbon labels made of aqua flock and printed in gold are a new decorative treatment that gives distinction to the packaging of a new line of Mary Sherman toiletries. The Bubbling Bath Oil bottle features ACL decoration. Design, Midwest Consultants, Inc., St. Louis. Mo. Plain bottles and jars, Hazel-Atlas Glass Co., Wheeling, W. Va. ACL decorated bottles, W. Braun Co., Chicago. Labels, Midwest Consultants. Caps, Armstrong Cork Co., Lancaster, Pa.

16 A new nail keg of corrugated (left) has been designed to package Reynolds Metals Co.'s aluminum nails. Reducing greatly the tare weight of the nails, the container is an eight-sided box with top and bottom covers that interlock with flaps extending from the side panels. Steel strapping is used to reinforce the sides. Container (Drumpak), Gaylord Container Corp., St. Louis, Mo.

PAGEANT

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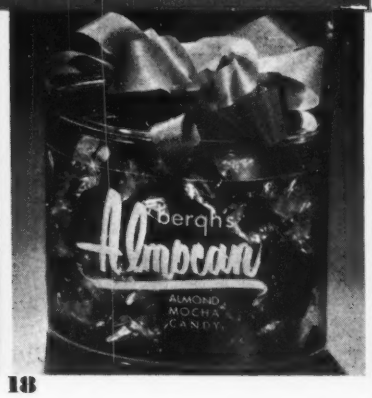

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17 The Plastic Art Toy Corp. of America has adopted the design of an open window box originally presented on the cover of MODERN PACKAGING (Dec., 1948) for its Alice in Wonderland Teatime Dishes. The three-compartment Dutch cupboard package is constructed so that each dish fits in its own slot. Design, Alan Berni & Associates, Inc., New York. Box, National Printing & Folding Box Co., Brooklyn.

18 Economy as well as selling advantages are apparent in this rigid acetate container for Bergh's "Almocan" candy. Even with its satin bow and an individual protective chipboard box, Bergh reports this quality package can be sold in the $1.25 retail price range at a 40 to 47% mark-up. Vertical rather than horizontal shape of the box gives it distinction. Container made by Plastic Service Co., Los Angeles, of Eastman Kodapak.

19 To make it easier for the consumer to re-seal its Lake Shore shredded coconut package, W. F. Straub Co. attaches a thin paper-covered strip of metal to the back of the cellophane bag. After removing part of the coconut, the user merely folds over the bag top and bends the metal strip over the fold. Directions are printed on the strip. The duplex, moistureproof cellophane bag is printed in blue and yellow. Bag, Milprint, Inc., Milwaukee, Wis.

20

20 To introduce its new plastic "spin" curlers, the Toni Co., Chicago manufacturer of home permanent kits, is offering this special combination package. One third of the box is a replica of the Toni gray and white striped refill kit; the other portion features the stripes in a pinwheel pattern centering on a picture of the curler in a bright blue. Design, Barry Nolan, Chicago. Cartons, American Coating Mills, Div. of Owens-Illinois Glass Co., Elkhart, Ind.

21

21 A new treatment of the traditional heart-shaped package selected by Coro, Inc., for its costume jewelry increases the appropriateness of the package as a "gift from the heart" for year-around sales. The boxes are covered with velvet and lined with satin, on which the Coro trademark is stamped. Boxes, Arrow Mfg. Co., Inc., West New York, N. J.

Corn-on-the-cob

DOES IT BENEFIT BY PRE-PACKAGING? GOVERNMENT STUDY INDICATES THAT IT DOES—AND THAT THE CONSUMER WILL PAY A HIGHER PRICE

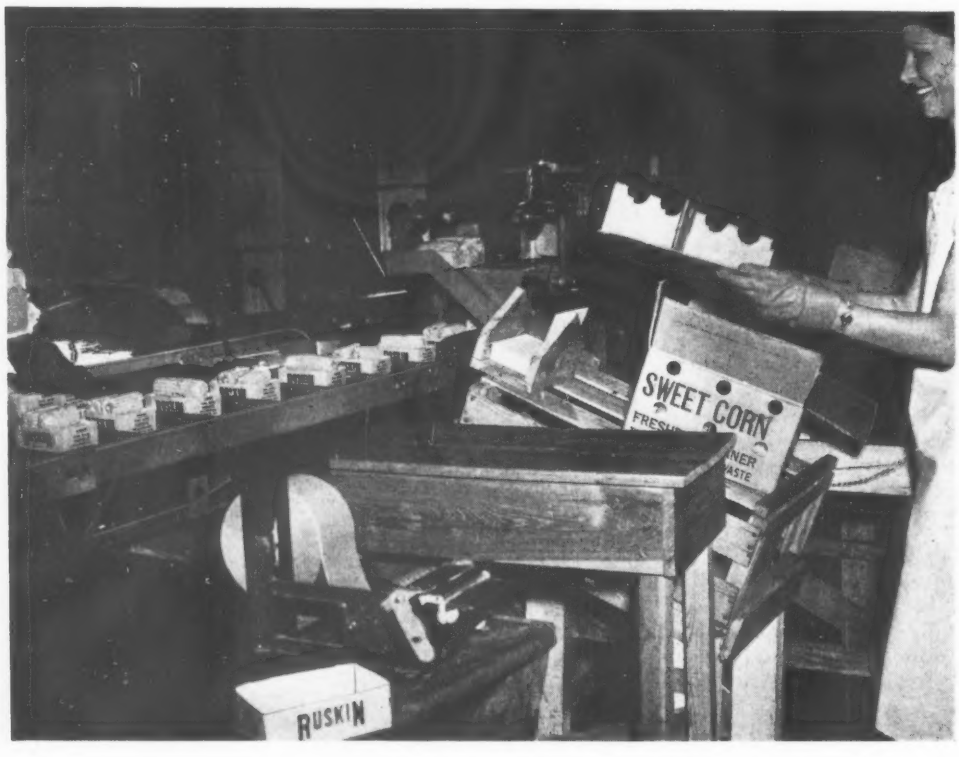
Old Mother Nature did a pretty good job pre-packaging corn on the cob. She neglected just on thing—to make the husks transparent for the American housewife who rightfully insists on seeing before buying.

Modern pre-packagers have worked out an improvement on nature's original package. To find out how well this improvement is pleasing all people concerned—the grower, who in this particular case doubled as the producer and packager, the retailer and the housewife—the Department of Agriculture ran tests last year in Florida. This was a special study under the Research and Marketing Act of 1946, with two agencies, the Production and Marketing Administration and the Bureau of Plant Industry, Soils and Agricultural Engineering, checking results on the pre-packaging of sweet corn simultaneously.

PMA—the initial name of the Production and Marketing Administration—has now made a detailed report on its part of the check run. It concluded that retailing costs of pre-packaging corn were less than those for bulk corn marketed in the husks, that the pre-packaged product kept salable longer and that the grower's return on the pre-packaged corn was pretty close to that for bulk corn. Distribution costs were slightly higher for pre-packaged corn, but returns showed housewives liked the pre-packaged corn, even if it cost them a little more—$1.08 as compared to $1 a dozen for an out-of-season delicacy as this corn was marketed.

Checking the type of packaging and handling during transportation came under the province of the Bureau of Plant Industry, Soils and Agricultural Engineering. Its part of the test, now also in report form, showed that some ventilation is necessary for the packaged corn. It needs refrigeration to at least 45 deg. F., during both packaging and transportation, and quality of the product was even better when the temperature was lowered to about 32 deg.

Truck shipments of this pre-packaged corn to markets east of the Mississippi River proved the importance of pre-cooling before shipment and best results came from mechanical units which cooled the air to much lower temperatures than those obtained with ice bunkers.



PACKAGING OPERATION at Dickman Farms. Trays filled by hand move on conveyor into wrapping machine, while girl places filled packages in ventilated, divided corrugated cartons for cold storage and shipment.

PACKAGE USED in test was a lock-tab folding tray, overwrapped with MSAT-86 cellophane and heat sealed. Here 5-in. ears of corn are packed three to a tray, lengthwise.

FIVE-EAR PACK, also to be cellophane wrapped. These longer ears are cut in half, arranged crosswise in tray. Tray, 3 by 5 in., handles both types of pack.

This combination study of methods and results with pre-packaging of sweet corn started out on 300 acres of corn grown on the Paul B. Dickman Farms at Ruskin, Fla.

The corn was pre-packaged in a plant operated on the farm. It was husked mechanically, trimmed to 3- or 5-in. lengths and cooled. Then either three large or five small pieces went into each paperboard tray and were wrapped with cellophane. After this the corn was cooled again before it was shipped by truck to 200 cities east of the Mississippi.

Lowered labor costs to retailers was one of the principal advantages of pre-packaging showing up in the PMA study. In this study, men carefully checked costs to retailers at Tampa, Fla., New York, Baltimore, Washington and Atlanta. In Tampa, where two chain stores were checked for 11 weeks, for every man-hour spent on retailing pre-packaged corn, $175 worth was sold. But for every man-hour put in on corn in the husks, only $10 worth was sold. Studies in other cities showed that sales per man-hour spent on pre-packaged corn averaged $102.33, while sales for bulk corn averaged $16.18.

Naturally enough, these studies showed harvesting and packing costs were greater for pre-packaged corn—almost double those for the bulk product, as a matter of fact, running 21 cents for pre-packaged and 12 cents a dozen for bulk. Packing materials made up 9 cents of this total cost, labor 6 cents and overhead 6 cents. Bulk costs divided up into 6 cents for materials, 4 cents for labor and 2 cents for overhead.

The problem then is for the individual packer to set his increased costs up against the increased sales he may get from the housewife via the retail route, pointing out to the retailer his reduced waste and spoilage and lower handling costs.

In the study made of waste and spoilage at Tampa, these costs amounted to 21.5% of sales for bulk corn, as contrasted to only 4.6% of sales for pre-packaged corn. In other cities, bulk-corn spoilage and waste were 12.4% of sales in comparison with only 1.1% for pre-packaged corn.

Gross retail sales margins showed up as 19.1% for pre-packaged corn, as compared with 13.6% for corn in the husks.

Analyses of distribution costs showed a slight balance in favor of bulk corn—16.2 cents a dozen, as compared with 15.2 cents a dozen for the bulk corn—and accounted for by the increased cost for refrigeration in transporting the pre-packaged product.

This test run brought a gross return of 47 cents a dozen to Dickman Farms, as compared with the very close figure of 48 cents a dozen returned to growers in the same area who marketed corn in the husks. However, pre-packaged corn can also bring an added return if the husks and trimmings are used in livestock feed, as they are in some areas.

This sums up in brief what the studies conducted by the Department of Agriculture showed for retailers and producers.

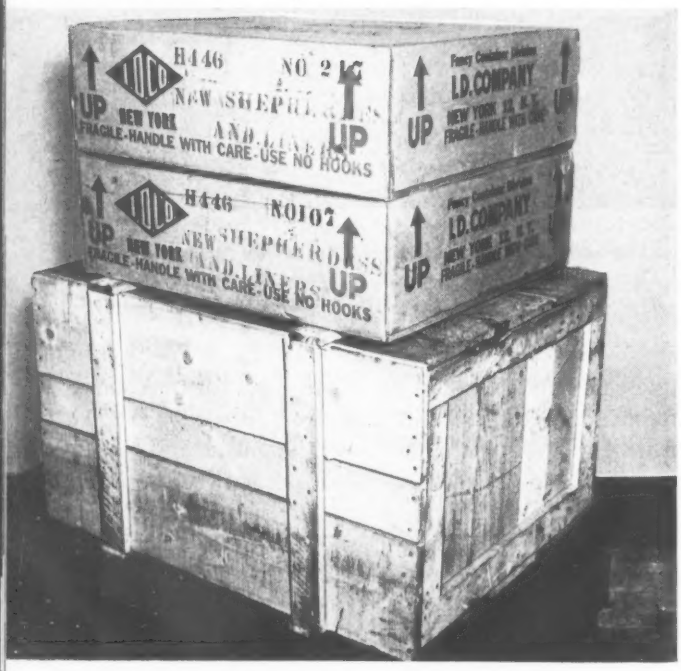
What does the housewife favor? Some 50,000 cards went into the packages sold in the 200 cities. A little over 2,000 buyers returned these cards. They reported they were pleased with flavor, ease of preparation, visibility, lack of waste, cleanliness and the convenience of the pre-packaged product.

Another study is being run this year in Florida, as work so far done shows the need for more efficient and more economical methods in packaging and marketing sweet corn.

CREDITS: *Trays, O. B. Andrews Co., Chattanooga, Tenn. Cellophane, E. I. du Pont de Nemours & Co., Inc., Wilmington, Del., and Sylvania Division, American Viscose Corp., New York. Wrapping machine, Hayssen Mfg. Co., Sheboygan, Wis.*

Three-way export pack

CORRUGATED CONTAINERS SHIPPED FLAT TO ENGLAND BRING BACK METAL BOXES AND CONVEY THEM ON TO IMPORTER'S CUSTOMERS



TWO CARTONS hold as many decorated metal tins as the former wooden case, below, and can be shipped on to the customer in this country by parcel post without repacking. Costs have been slashed and damage claims reduced from about 8% to less than 1% with the new shipping cartons.

It is a growing practice for American importing firms to send their foreign suppliers shipping containers in which to pack their orders. The advantages which accrue to both the importer and exporter from this practice, which at first thought seems extravagant, may be found in reduced shipping charges, decreases in damaged merchandise and substantial reductions in the amount of handling, since in most instances the packed shipper can be forwarded by the importer to the buyer without any repacking.

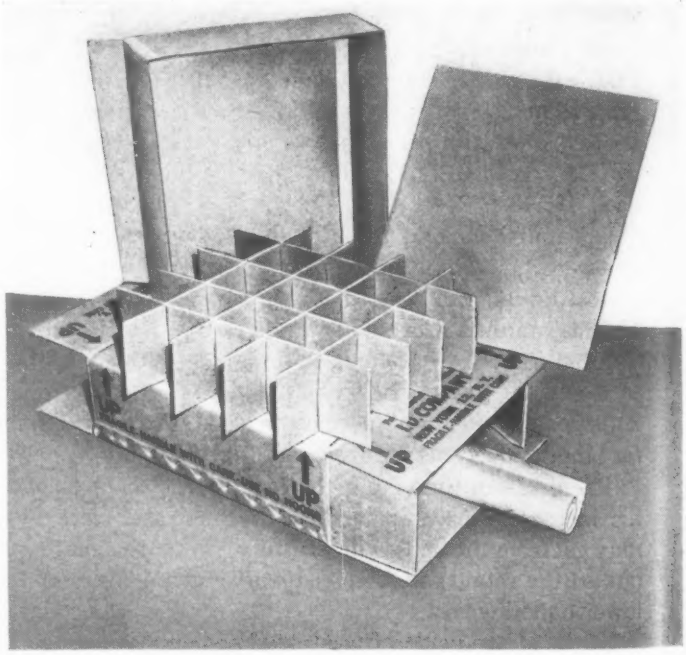
An interesting illustration of the extent of these advantages is the experience that the Fancy Container Division of I. D. Co., New York, has had in shipping corrugated containers to the English manufacturer who supplies the company with fancy lithographed metal boxes which are used for the gift packaging of candy, tea, cookies, cosmetics, etc.

The corrugated shipper usually is not unpacked by the New York company when it is received, but is merely relabeled and forwarded to the domestic buyer. Thus one shipper is actually a three-way pack—to the exporter as a flat blank complete with collapsed corrugated dividers and lining pads, back to the importer as a complete pack and then on to the user still as a complete pack.

Since September, 1948, the corrugated shippers have replaced wooden cases used by the English company to pack the fancy boxes. Some of the facts and figures on what this packing change has accomplished are enumerated below. According to Ben Greenstein, sales director of I. D. Co.:

1. Damage to the metal containers has been reduced from a 4 to 8% average per shipment to less than 1%.
2. Shipping charges from England to New York have been reduced 15 to 20% due to the lighter weight of the packed corrugated shippers and the fact that no duty is paid on them, since they are made in this country, but only on their contents.
3. Domestic shipping charges from New York to the container buyer have been reduced 33 to 35%.
4. Cost of the corrugated shipper and its inside

COMPONENTS of the new three-way shipper, supplied to England from this country, are 350-test outside corrugated carton, 200-test inner lining pad and dividers, kraft wrapping paper.



liners and dividers is 50% less than that of the wooden cases.

5. Packing costs in England and in New York have been slashed because the metal containers can be packed directly into the shippers as they come off the production line and, in New York, repacking has been virtually eliminated.

6. Storage space has been reduced by 15% at the New York warehouse because the cube shape of the shipper facilitates efficient use of the space.

The change to corrugated shippers from the wooden cases was agreed upon by the supplier and I. D. Co. when it became evident that the price of the lithographed metal boxes would have to be increased unless packing and shipping costs were drastically reduced. At first hesitant about abandoning the sturdy wooden cases which they knew were excellent protection for overseas shipments, the supplier had given some consideration to corrugated containers only to find that supplies were still very limited in England. I. D. Co., however, could get the board in the United States. The estimated savings in shipping charges appeared to justify the expense of sending the shipping cases to England. Now that the step has been taken, the English company is so pleased with the results that it is planning to adopt the same style of corrugated carton for its domestic shipping as soon as possible.

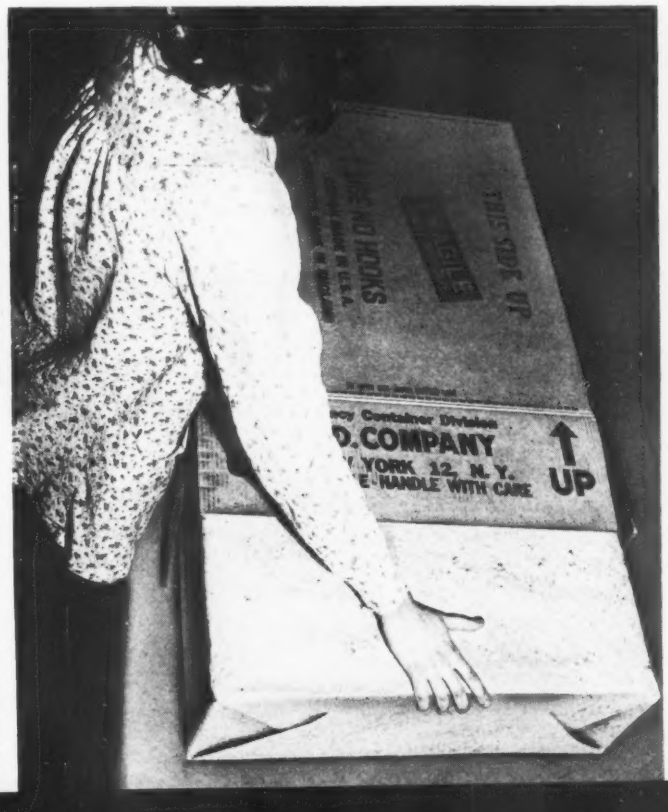
Various types and styles of corrugated export shippers were packed and sent to England in a test shipment. But performance of most of the conventional styles was considered unsatisfactory by A. B. Katzman, purchasing director for I. D. Co. Study of the test shipment indicated that although the containers made of double-wall board (350 Mullen test) were strong enough, the weakness was in the closure when the shippers had a top opening which had to be sealed with tape. On the other hand, shippers of that grade of board with a full top overlap were too expensive.

The style of shipper now being used is one with full overlapping ends which are sealed with a special moistureproof adhesive. The construction design—developed by Mr. Katzman—is such that it takes 20% less board than an ordinary top-opening style holding the same number of boxes. The shipper is made of double-wall board (350 test), with inner lining pads and dividers of 200-test, double-wall corrugated. A 2-in. overlap along one side edge is held by metal stitching.

Other improvements have been brought about in the packing procedure. Whereas the emphasis was on large capacity in the wooden cases, with the new shippers it is on convenient size and weight. Each corrugated shipping carton is designed to conform to U. S. parcel post dimension limitations, which allow a greater flexibility in handling domestic shipping. Within these parcel post limits, the number of metal containers which can be packed in the shipper is then established. The minimum number of containers packed in one of the wooden cases was 100 and, when the containers were small, as many as 250 would be packed in a case. Of course, such cases were so heavy that it took two men and a hand truck to handle them. The new shippers never hold more than 90 containers and sometimes as few as 40. By reducing the number packed in any one shipper, a maximum weight of 24 lbs. could be set. The min mum weight is (*Continued on page 214*)

BOXES ARE PACKED rapidly in England by wrapping each with tissue and nesting in corrugated cell, placed on kraft, ready for overwrap. Corrugated liners go top and bottom; unit is wrapped and sealed with gummed tape.

INTO THE SHIPPER goes the whole wrapped unit, through end opening which is then sealed with waterproof adhesive. This container is 50% cheaper than wood and takes 20% less board than conventional top-opening style.



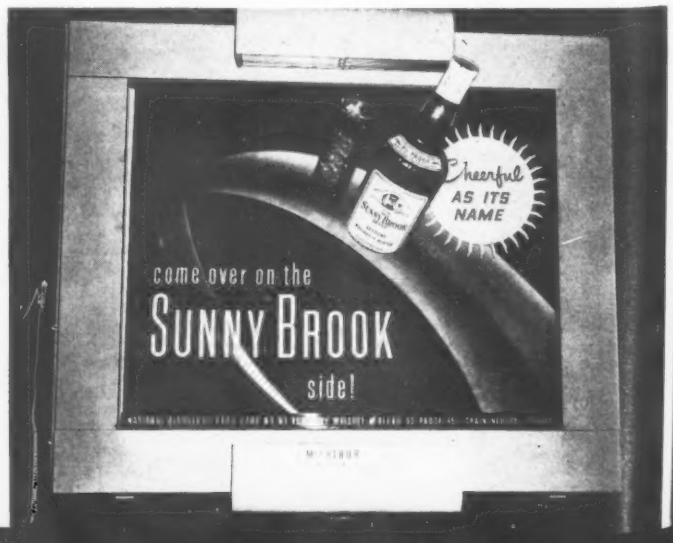
MP DISPLAY

Glenmore Distilleries Co.'s "Little Colonel" trademark has been translated into these whimsical point-of-sale display figures made of foam-like, expanded polystyrene plastic for dealer and back-bar use. The colonel's face is of cellulose acetate, with nose of cotton built up with layers of paint. The entire figure is hand sprayed with lacquer. It is made to stand upright by means of a nail punched through a piece of pressure-sensitive tape placed on a flat surface and speared into the back of the figure. The display comes in two sizes, 23½- and 14-in. heights. Display made by W. L. Stensgaard & Associates, Inc., Chicago, using Dow Chemical Co. Styrofoam and Mystic Adhesive Products Co. tape.

With the beginning of the vacation season, Rexall Drug Co. is getting its new medium-sized first-aid kit on drug store counters with this die-cut, easel-back display card. Copy on the card stresses the refillable and re-usable features of the kit. Made of transparent polystyrene, which allows full visibility of contents, the kit has a hinged lid and safety catch. Outside measurements of the kit are 6⅞ by 4⅝ by 1 11/16 in. It may be re-used as a sewing kit, jewelry box, fishing-fly box, or can be refilled with first-aid items. Display card, Triple-R Press, Los Angeles. Kit, Plas-Tex Corp., Los Angeles.

Designed as a permanent counter merchandiser, this eye-appealing stand for Northam Warren Corp.'s 10-cent sized bottles of Cutex nail polish measures only 13½ by 8 in., yet it holds two dozen bottles in an assortment of shades. Molded of blue phenolic plastic, the unit also has space to hold 12 Cutex lipsticks for retailers who may want to promote combination sales of polish and lipstick. Related selling of the two items is encouraged also by the color chart of harmonizing shades that forms a back piece for the display. Prominently shown on the back piece is the 10-cent price for polish and the 49-cent price for harmonizing Cutex lipsticks. Plastic, Durez phenolic.

A replica of a bottle of National Distillers Products Corp.'s Old Sunny Brook whiskey dominates this three-dimensional, "rainbow in the sky" electrical display installed in a Chicago railroad station, designed to attract 65,000 daily commuters. Bright multicolored lights of the rainbow are continuously stepped up and down in intensity. At the peak of the lighting, the "Cheerful as its name" slogan in a circular spot resembling the sun with its rays, flashes on and off. The invitation to "come over on the Sunny Brook side" is permanently illuminated. Display, McArthur Advertising Corp., New York.



GALLERY

The Slaymaker Lock Co. of Lancaster, Pa., borrows a display idea from the jeweler. Four solid brass locks are placed in a miniature jeweler's showcase with a blue velour covering that sets off the lock in the same fashion that velvet linings are employed to augment the beauty of precious stones. The company has also redesigned the individual packages and display cartons for its locks, using a red and white stripe motif that contrasts and combines effectively with the showcase in making a complete display. Display, Central Paper Box Co., Lancaster, Pa. Display cartons and individual cartons, Edwin J. Schoettle Co., Philadelphia.

To introduce its new line of vegetable flakes—parsley, celery, onion, bell peppers and mixed vegetables—Ben Hur Products Co. recently adopted this eye-appealing display carton which holds three dozen assorted packages. A self-service merchandiser, the carton is colorfully printed in green and red with a distinctive scalloped pattern to match the individual packages. Top panel is die-cut and scored so it can be folded back to form the riser. Copy on the riser informs customers the product is "For soups, stews, chowders, dressings, salads." Carton design, Raymond Loewy Associates, New York. Cartons, Standard Paper Box Corp., Los Angeles.

This giant replica of the package of Di-chloricide moth crystals, manufactured by Merck & Co., Rahway, N. J., helps to close that sales-losing gap between the time when the housewife kills a stray moth and her failure to remember to buy a moth-killing preparation. To stimulate impulse sales in the drug store, Merck is distributing the floor stand which holds an ample stock of 1- or 5-lb. cans. The stand, lithographed in full color, is shipped to the dealer flat. When set up, it measures 30 in. high (to the top of the "can" rim), 19 in. wide and 10 in. deep and is topped by the riser piece. Display, Einson-Freeman Co., Inc., Long Island City, N. Y.

Chigarid—a new liquid formula for use on chigger (red bug) bites and produced by C & C Laboratory of Dallas, Tex.—is marketed in these display cartons which aid the dealer in putting a seasonal product on the counter where it will be seen. The carton holds 15 amber square applicator bottles. Front and side panels of the carton carry directions for product use. The die-cut cover folds back to form a display. Chigarid is currently being distributed in the Southwest to drug and tobacco dealers. Cartons, Pollock Paper & Box Co., Dallas, Tex. Bottles, Owens-Illinois Glass Co., Toledo, Ohio. Labels, Stafford Lowdon Co., Ft. Worth, Tex.

Diamond coordinates

70-YEAR-OLD COLLECTION OF 85 MATCH BRANDS IS REDUCED TO 4, COINCIDENT WITH PACKAGE PLANNING FOR TWO LINES OF PAPER AND WOOD PRODUCTS

DIAMOND LINE is now packaged in tune with modern merchandising. It covers, aside from matches, many wood and paper household items, ranging from napkins to toothpicks. Package colors distinguish the standard and de luxe lines.

Ever since its organization, nearly 70 years ago, packaging has played a vital role in the operations of The Diamond Match Co. With the company now broadening its product family to include a number of household paper products and related items, an intensive new packaging program has been necessary in order to divide the products into two distinct price and quality groups while retaining unmistakable company identity.

When Diamond Match Co. was formed in 1881 by a merger of some of the nation's larger match companies, it became the possessor of a number of small factories scattered across America—and several hundred brand names. The widely scattered location of match manufacturing plants was explained by the poor transportation facilities available when the match industry was launched in this country in the late 1830's. As a result, local brands were the rule. When Diamond took over these companies, it simply added an unobtrusive credit line on the established package to identify itself as the manufacturer.

Even as late as the beginning of World War II, Diamond matches still had more than 85 brand names. Alphabetically speaking, they ranged all the way from Ajax and Alligator to Vestibule, Wolverine and Yale Blue, to mention only a few. While many had never been heard of elsewhere, these matches were all good sellers in their respective areas. Accordingly, Diamond was reluctant to discard the brands, even though their preservation involved additional expense in manufacturing, packaging-supply inventories and distribution.

The recent war period, during which the government requisitioned as high as 45% of Diamond's output for the armed forces, gave the company an opportunity to make drastic changes in its packaging and brand-name policies. Matches were so scarce in the civilian market that there was no difficulty in selling unfamiliar brands anywhere in the U. S. Accordingly, the company launched a consolidation program which now enables it, with certain exceptions, to serve any part of the country with the same basic packages. As a large-scale manufacturer of paper products, Diamond produces most of its own packaging materials, but purchases a substantial portion of them from other firms.

FORMERLY Diamond maintained over 85 brand names of matches, sticking to those of firms it had absorbed or to area preferences, although basic types of matches were identical.

NOW match brands have been reduced to four, of which two—the Diamond and the Domino brands—are shown here in their new packages and wrappings.

Much study went into the design of the basic match containers. After studying the eye appeal of various color schemes, the company chose a red and blue cover for all its matches, with the colors divided diagonally on the top cover and the diamond-shaped trademark surmounted by a prominently displayed eagle. This simple change automatically eliminated more than 80 brands and reduced the company's match line to four brands in five package sizes, all similar in colors and design treatment.

Packages included in this fundamental group were the large and small boxes of Diamond and Domino brand kitchen matches, safety matches, penny "strike anywhere" matches and 50-book match cartons. Later it was also decided to reinstate two special brands out of deference to regional preferences—Diamond's Swan matches in the South and the True American variety (featuring the head of an Indian chief) for the area west of the Mississippi.

In addition to the standard types of packages described above, the company uses special boxes, complete with outdoor scenes, for the new water-resistant matches brought out for the armed forces during the war and a variety of packages for specialty matches intended as presents or designed to fit suitably into the decor of living rooms.

Paper products

In developing satisfactory packaging for its new family of plates, napkins and other paper products, Diamond has had no problem of regional preferences with which to contend. All these are new products, manufactured as resale items and distributed through jobbers and retailers. Here the problem has been essentially one of dividing the products into two distinct lines—standard and de luxe—and working out a packaging approach which unmistakably ties in all the items with the established Diamond Match name. It was the company's intention to package every Diamond product so that all, from matches to clothespins, could be recognized on the shelf at a glance. Adherence to this objective required a great deal of experimentation in adapting the company's fundamental packaging treatment to other products having different shapes and sizes.

The color treatment of the company's "kitchen" match box, which was the first to use the red and blue scheme, was used as a "guinea pig" for the new line of packages and wrappers. "Unfortunately," says Frank Church, Diamond Match art director, under

BLACK AND LIGHT GREEN is the distinguishing color scheme of de luxe line of paper products. Plate cartons are overwrapped with cellophane. Napkin boxes have tear-out dispensers.

RED AND BLUE lines identify standard-quality paper products. Diagonally split red and blue panels, connected by Diamond trademark, also distinguish line.

PAPER PLATES are a big supermarket item. Price spot is provided on outside of carton.

ROLL TOWELS wrap has diamond background dimensioned to package size.

whose supervision the program took shape, "most judgments of packages are made under ideal conditions and without competitive packages present for comparison. We tried to avoid this pitfall by studying the colors and designs as they would appear under actual competitive sales conditions."

Diamond's new family of paper products is now reaching the retail distribution level. In the standard line, it includes packaged standard-size, quarter-fold paper napkins, all-purpose paper plates, household roll towels, waxed paper, Ambassador toilet tissue, clothespins and toothpicks. Products in the de luxe line are three sizes of paper plates—dinner, luncheon and snack—heavy, high-quality dinner napkins and Softex toilet tissue.

Mr. Church points out that one important reason for stressing the family design theme in the new packaged items is the fact that they will not receive heavy sales promotion. This leaves the job of winning preliminary sales largely up to the packages themselves. Thus the well known Diamond Match name, coupled with the attractive appearance and informative labeling of the packages, is expected to persuade customers to give them a trial.

Development of the new Diamond packages was not solely an art department project. Members of the sales department were given every opportunity to submit their suggestions and ideas while the program was still in the conception stage, with the result that a great deal of sales department enthusiasm was generated—a particularly healthy condition to accompany the introduction of new products. In addition, outside designers were consulted for design angles. During the course of the package development program, which covered several years, dozens of possible packages were translated into dummies for detailed study.

The many problems encountered and overcome in this broad packaging effort confirm Mr. Church's statement that it was actually more of an engineering project than a matter of art work. What some of these design problems were and how they were solved are summarized in the following paragraphs.

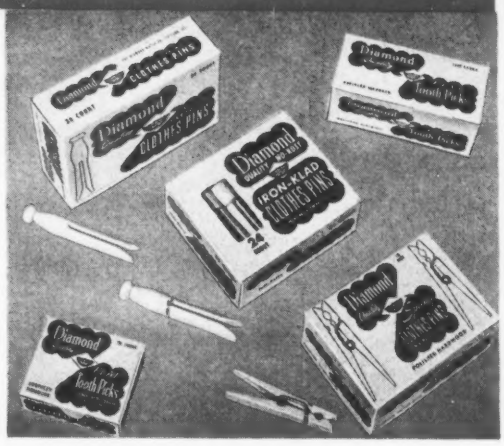
Standard line

In the standard line, the carton for quarter-fold paper napkins was tackled first. Here two possible approaches—better quality board and less ink, or lower quality board with more ink—were settled in favor of the former course, investigation having shown that the total cost balanced off rather closely either way. Some consideration was given to the use of a trade character, "Diamond 20," to be carried throughout the entire line, but this idea was abandoned.

The napkin box is keyed closely in design to the kitchen match box, with its diagonally separated red and blue panels. On the paper products line, however, these color blocks carry a distinctive scalloped edge and are separated by the familiar eagle with outstretched wings, set off boldly within a white diamond-shaped area. Unmistakable identity, regardless of package position, is assured by including these strong design elements on five of the six package surfaces.

Lending additional emphasis to the company identity is the diamond background network on the top, bottom and one end panel of the container. This pattern is subdued in tone, being formed by intersecting red and blue lines of crayon-like, broken texture. Circular price patches on top and front panels of the package are of ample size to permit legible marking by the retailer. The package has a die-cut tab scored into the top and back panel which may be pushed out for easy removal of the napkins and a perforated opening in the back through which it may be fastened to the wall for convenient dispensing.

WAXED PAPER IS PACKAGED in a stout folding carton with serrated cutting edge. Product name and diamond background are easily recognized at a distance.



WOOD ITEMS follow standard package design. Three types of clothespins are distinguishable through window or by drawings.

On the household roll towel wrapper, several design modifications were required on account of the shape of the product. On the front panel, the red and blue color blocks, with product name and company identification in reverse white letters, were placed directly in alignment instead of in staggered position. It was soon discovered that the diamond network background had an undesirable slenderizing effect on the appearance of the product, causing it to appear smaller than competitive rolls. This difficulty was solved by changing the diamonds to a flatter proportion. The detailed label on the back side of this tuck-in wrapper gives the number and size of the sheets and lists other Diamond household aids.

The waxed-paper box again employs the distinctive red and blue areas to set off the product name and the diamond background which makes the entire line easily recognized, even at a distance. This box carries a serrated cutting edge of the type customarily used on this kind of product.

In the case of clothespins, it was deemed advisable to illustrate the product directly on the package. Originally, the intention was to place the pins in a transparent cellophane package carrying the red and blue label, permitting the products themselves to show through. Tests of a preliminary design showed, however, that the package was too small to permit the required window areas and still include enough of the diamond background for proper recognition value. So the red and blue blocks with scalloped borders were used and the idea of a visual package was discarded.

De luxe line

Plans for the de luxe line of Diamond paper products went through several stages, but finally the group was narrowed down to three products—three sizes of hard-surfaced, high-quality paper plates, the large dinner-sized, quarter-fold napkins, featuring a soft, cloth-like testure, and Softex toilet tissue. A standard grade of toilet tissue, known as Lustre, made a brief market appearance in a "quickie" wrapper, but was later withdrawn. It may appear later as a supplementary item outside both the standard and de luxe groups.

The entire de luxe group of products carries a distinctive black and light green color treatment, with the white of the board or paper providing sharp contrast for reverse lettering. The product name in each case is prominently featured within a rectangular block having scalloped edge accentuated by a white border. A black band encircles the dinner-plate box, separating

AN EXCEPTION to the standard design theme is the water-resistant match. Here it was considered important, by means of the duck silhouette, to play up the idea that these matches are designed for outdoor sportsmen and for campers.

PROMOTION is aided by a corrugated-box kit for salesmen containing samples of all the new packages. Integral handle makes it easy to carry.

the green section from the larger white portion over which a diamond gridwork, also in green, is used. In the interest of a higher quality appearance for this line of products, no price patches are printed on the packages.

Top and bottom panels on the de luxe napkin box are identical and similar scalloped panels in a more elongated treatment are used on three of the four side panels. This package, like its counterpart in the standard line, has a perforated opening which is easily torn out to facilitate removal of the napkins.

The folding packages for the Diamond dinner plates in the de luxe line follow the same general design treatment, but also include a diamond-shaped cellophane inspection window through which the plates may be examined without removing them from the package. On the bottom of this package, a white labeling area with scalloped outlines is used instead of the black panel. It includes the name of the product and a listing of other Diamond Match Co. items. Like the napkin box, this package employs the diamond gridwork background in the interest of company identity.

The wrapper for "Softex Tissue by Diamond" carries out the same design theme, with a black label background on the front or display side, green around the bottom of the wrapper and the upper area consisting of the diamond background against the white of the wrapper. The back label of the Softex wrapper refers the patron to a list of other products made by the Diamond Match Co.

The new Diamond Match scouring pad is packaged in groups of four in a red, white and blue package of slide and shell construction. This package is somewhat similar in appearance to the 20-cu.-in. match package, but of different size. It also carries the *Good Housekeeping* seal of approval as an added merchandising aid.

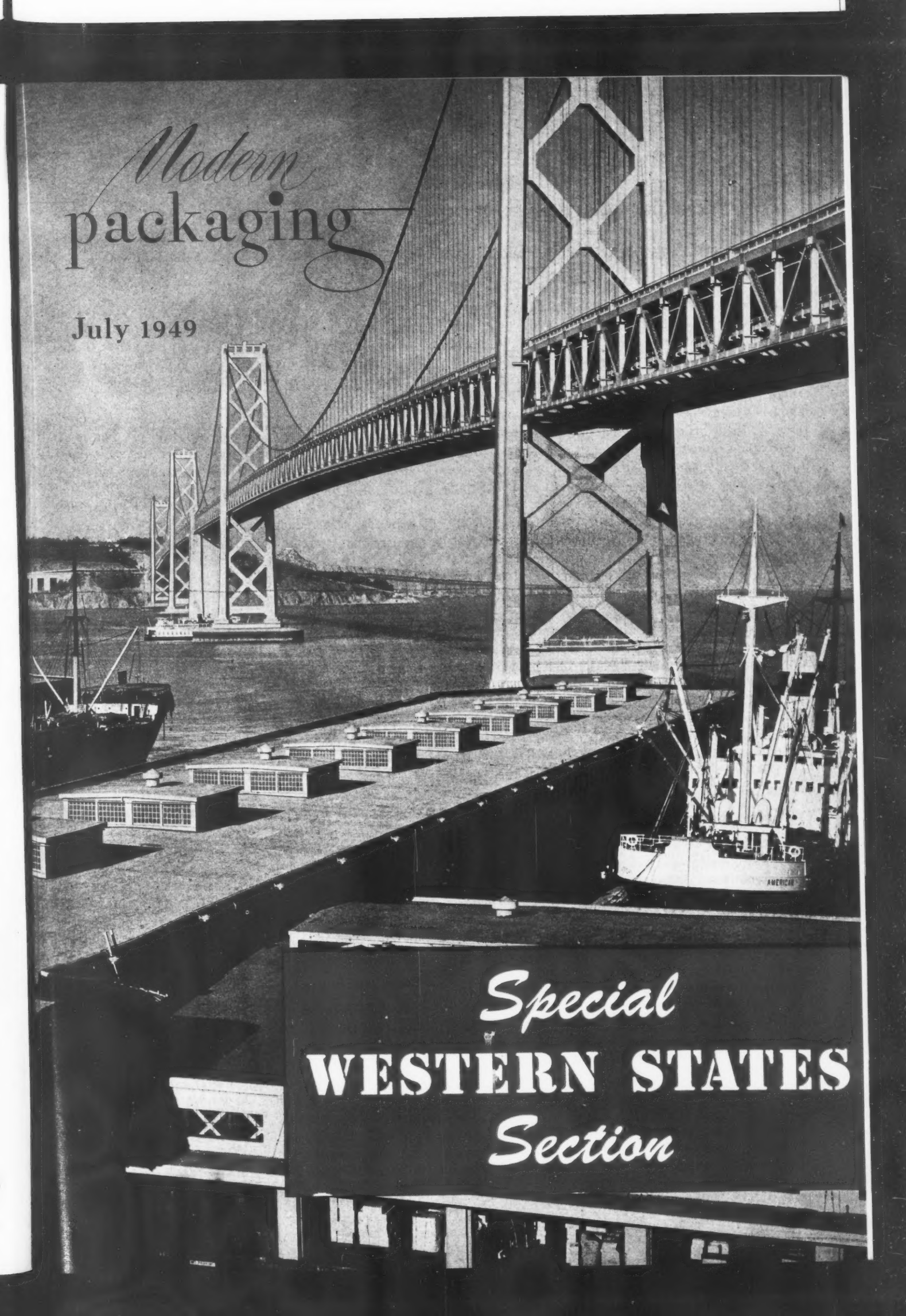
Appearance alone was not always the determining factor as Diamond Match set up its new packaging program. Cost considerations were very important; in every instance, a careful check was made on the production costs of the package and wherever possible, extra operations which would increase package costs unduly were eliminated. Such factors as special sprays and partial stacking, required on certain colors, were carefully avoided. An added cost of a fraction of a cent per package, Diamond officials point out, may well reflect an additional $10,000 or more per year on extensive runs.

Finally, thorough shipping tests were made to insure that package constructions were adequate to bring the new products through in good shape. In particular, the company wanted to see how the window in the de luxe plate box would stand shipment. It came through with flying colors.

Shipping containers were designed with specific relation to warehousing, dimensions being such that they palletize ideally. The shipping containers are unusual in surface treatment in that they not only fully describe the contents on all package surfaces, but also carry an illustration. This thorough approach, it is believed, will pay big dividends in more orderly warehousing and better handling of the products all the way to the point of retail sale.

CREDITS: *Cartons for picnic plates, United Board & Carton Corp., New York. Cartons for toothpicks, clothespins, de luxe picnic plates, napkins and waxed paper, The Gardner Board & Carton Co., Middletown, Ohio. Corrugated containers, General Fibre Box Co., Springfield, Mass. (All other packaging supplies are from Diamond Match Co.'s own resources.)*

SHIPPING CONTAINERS for all new packages were designed for palletized handling. All corrugated boxes identify and illustrate products.


Modern
packaging
July 1949
Special
WESTERN STATES
Section

Second Western show

AN EXPECTED 9,000 VISITORS, MORE THAN 100 EXHIBITORS, MARK RAPID GROWTH OF THE WESTERN STATES' OWN PACKAGING EXPOSITION AND CONFERENCE

Advance word from officials of the Second Annual Western Packaging Exposition and concurrent Conference on Packaging, Packing and Shipping, to be held in San Francisco's Civic Auditorium, Aug. 9 to 12, inclusive, indicates that the Exposition's exhibit area will be greater than the inaugural show in 1948 by 30%. The basic theme of the Conference will be "cost reductions" in the fields of packaging, packing and shipping.

Attendance forecasts by Exposition officials range upwards from 9,000 as against the 6,700 packaging executives who attended the first Western Packaging Exposition at the same location last year.

Greatly increased registrations are expected from Southern California and the Northwest, where interest has been quickened by those who attended last year's show. Many delegations are planning to attend from these areas, as well as from the Mountain States and the Southwest.

Admission to both the Exposition and Conference will be free to all industrial, business, commercial and educational executives actively interested in packaging, packing and shipping. One registration badge provides admittance to all Conference sessions and to the Exposition floors.

Exhibit space will take the entire Main Civic Auditorium floor and also adjacent Polk Hall. The Conference sessions will be held in Larkin Hall of the Auditorium.

Conference program

Format of the Conference program was determined by a questionnaire survey of almost 700 Western packaging executives. Responses indicated overwhelmingly that problems of cost reductions in all phases of packaging, packing and shipping should be brought forth and studied in Conference sessions, according to Dr. William Rabak of the USDA Western Regional Laboratory, Conference Chairman.

Among the featured speakers from the West will be J. A. Walls, manager, Packaging Research Merchandising Division, Rexall Drug Co., Los Angeles; J. W. Pipes, president, Mission Dry Corp., Los Angeles; G. W. Aljian, director of purchasing and packaging, California & Hawaiian Sugar Co., Ltd., Crockett, Calif.; H. C. Diehl, director and secretary, The Refrigeration Research Foundation, Berkeley, Calif.

From the East, prominent speakers will include John A. Warren, package consultant, American Home Products Corp., New York, who will also conduct a panel discussion.

Not only cost reductions, but competition affecting costs and selling prices are problems uppermost in packaging executives' minds, according to responses to the Conference questionnaire. Typically, the packaging division manager of one of the country's largest firms wrote:

"Because of competition and consumer reaction, retail prices on our products cannot be increased—and in some instances the sales picture indicates reductions are necessary. However, the management insists that gross profit margins be maintained.

"By and large, no immediate or substantial raw-material price reductions are possible. Nor can any appreciable decrease in existing labor rates or packaging material costs be expected. It is, therefore, the responsibility of packaging and production engineers to devise packages and more efficient production methods which will result in the needed economies."

This executive concludes that it is most essential for packaging executives to get together for group discussion of their problems at sessions of the Conference.

Commenting on the forthcoming show, W. H. Jaenicke, president and general manager of Mailler Searles, Inc., San Francisco, stated: "Both exhibitor participation and public attendance last year proved the worth of this event to the West, where one-fifth of U. S. packaging is done. The 1949 exposition should be even more successful. It alone gives Westerners a meeting ground for discussion of packaging problems and comparisons of the machines, materials and methods which can solve them."

Citing the swing to a buyer's market, George W. Aljian, director of purchasing and packaging for the California & Hawaiian Sugar Refining Corp., Ltd., stated: "Proper procurement and selection of packaging materials and machinery is most important to general cost reductions."

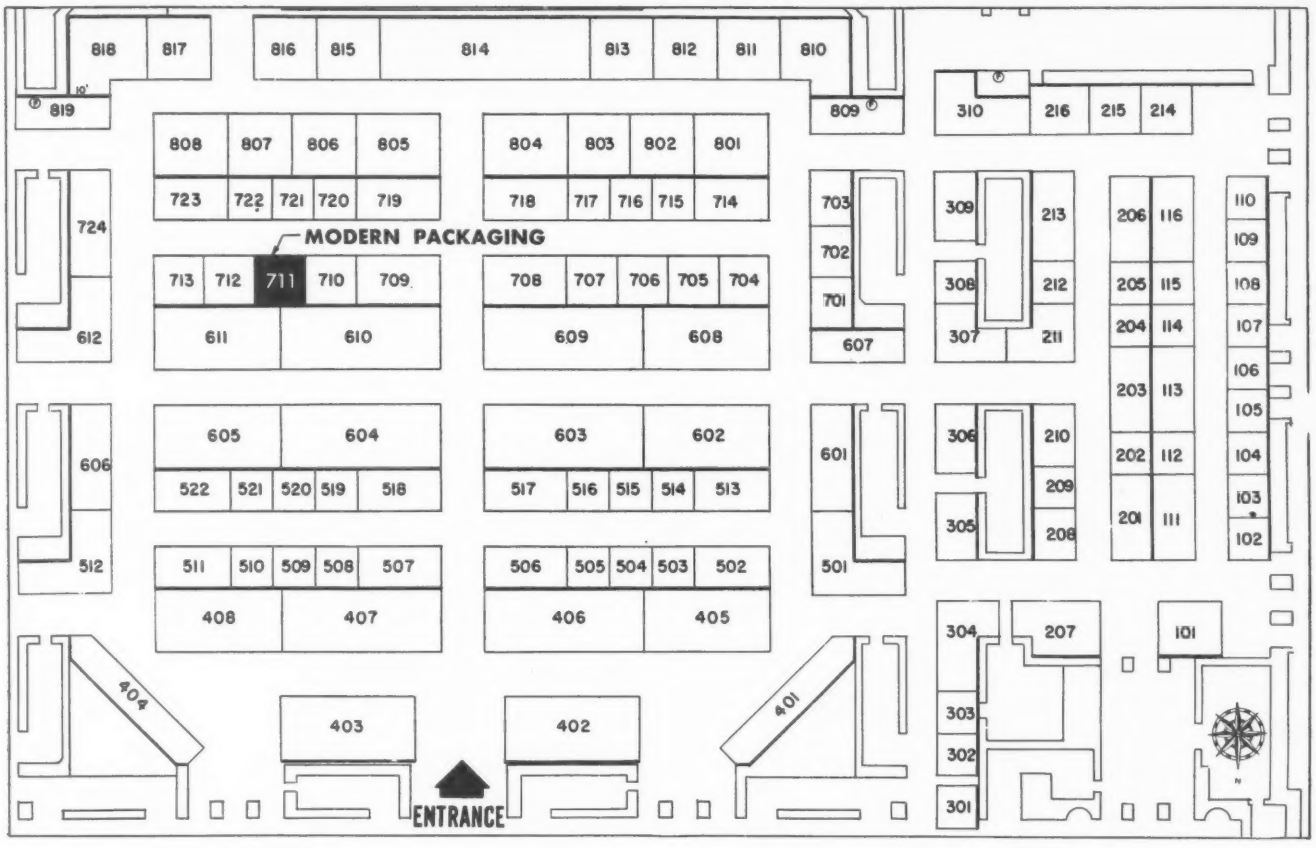
Dates and hours

So that hours of the Conference and the Exposition will not conflict, the following schedule has been arranged:

Opening session of the Conference program will begin on Tuesday morning, Aug. 9, and extend throughout the day at Larkin Hall. The Exposition does not open until the following day, Wednesday, Aug. 10.

The Conference will also have sessions on Wednesday and Thursday mornings in Larkin Hall. Exposition hours will be from 1 to 8 p.m. Wednesday, 1 to 10 p.m. Thursday and 10 a.m. to 5 p.m. on Friday, Aug. 12

LOCATION OF EXHIBITS, SECOND WESTERN PACKAGING EXPOSITION



CIVIC AUDITORIUM, SAN FRANCISCO, AUG. 9–12, 1949

EXHIBITORS AND THEIR BOOTH NUMBERS

Allis-Chalmers Mfg. Co.....807, 808
American Type Founders..... 810
Ames, Harris, Neville Co..... 504
Amsco Packaging Machinery, Inc. 603
Andre Paper Box Co..... 408
Arabol Manufacturing Co..... 515
Avery Adhesive Label Corp..... 522

Bartelt Engineering Co.....214, 215
Bay Cities Equipment, Inc..... 207
Bellamy, J. B., & Co..... 512
Bemiss-Jason Co..... 506
Better Packages, Inc..... 720
Biner & Siegrist Machinery Mfg. Co.....401-A
Bowley, Peter D., & Associates. 405, 406
Buehrer, E. C., Associates, Inc..... 511

Celanese Corp. of America..... 719
Chaffee, Ralph, & Co..... 516
Clark Equipment Co.....609, 706–708
Clybourn Machine Corp.....214, 215
Colton, Arthur, Co..... 608
Container Corp. of America..... 611
Container Service Co..... 601
Continental Can Co., Fibre Drum Div..... 103

Davidson, David, Displays Co..... 210
Denton Corp..... 513
Derby Sealers, Inc..... 216
Dobeckmun Co..... 501
Dow Chemical Co.....811, 812, 813
Dubin, R. M., Inc..... 722
du Pont de Nemours, E. I., & Co., Inc..... 610

Economic Machinery Co..... 206
Exact Weight Scale Co..... 612

Fischbein, Dave, Co..... 102
Food Machinery & Chemical Corp. 604

Good Packaging..... 517
Goodyear Tire & Rubber Co...803, 804
Gummed Industries Assn..... 203

Holmes, George, Equipment..... 819
Hyster Co..... 816

I. D. Co., Fancy Container Div..... 520
Industrial Service Co..... 809
International Staple & Machine Co.....512-A

Jorgenson Co..... 404

Karstrom, Paul L., Co.....214, 215
Kimberly-Clark Corp..... 709
King & Anderson..... 401
King Sales & Engineering Co..... 402

Machinery & Equipment Co.....404-A
Magnesium Co. of America..... 510
Mailler Searles, Inc..... 814
Mantes, T. R., Co..... 612
Marathon Corp..... 714
Markem Machine Co..... 307
Miller Wrapping & Sealing Machine Co..... 603
Milprint, Inc.....610-A
Mobilift Corp..... 213-A
Modern Containers, Inc..... 717
MODERN PACKAGING..... 711
Monsanto Chemical Co.....104–107

Nashua Gummed & Coated Paper Co..... 305
Nashua Package Sealing Co., Inc.. 305
Nasko Machinery Corp..... 724
National Adhesives..... 815
National Metal Edge Box Co..... 718
Navy Department..... 310
Nelson Label Machine Corp..... 110
New Jersey Machine Corp..... 304

O'Donnell, P. F., Co..... 723
Oliver Machinery Co.....712, 713

Pacific Steelfiber Drums, Inc..... 502
Packaging Systems..... 205
Patrick & Moise-Klinkner Co..... 509
Pioneer Flintkote Co..... 806
Printed Pressure Tape Co..... 721

R. C. S. Tool Sales Corp..... 521
Raisin, John T., Corp..... 607
Raisin Thiebaut, Inc..... 505
Rapids-Standard Co..... 407
Reynolds Metals Co..... 605
Roll Rite Corp..... 113
Royal, Thos. M., Co..... 508

San Francisco Medical Depot..... 101
Schnier, I. F., Co..... 703
Shellmar Products Corp..... 602
Sherman Paper Products Corp..... 507
Simplex Wrapping Machine Co..... 603
Southern California Plastic Co..... 204
Speed-Wrap, Inc..... 306
Stanford Engineering Co.....208, 209
Steamer's Service Co.....606-B
Stecher-Traung Litho. Corp..... 606
Steven, William, Co..... 503
Sutherland Paper Co.....114, 115, 116
Sylvania Div., American Viscose Corp.....518, 519

Todt, Fred, Co.....701, 702
Towmotor Corp.....111, 112, 201, 202

U. S. Box & Pallet Corp..... 817
U. S. Printing & Lithograph Co.... 801

Waldorf Paper Products Co...211, 212
Western Waxed Paper Co..... 710
Wolverine Paper Converting Machinery Corp..... 724
Wooden Box Institute..... 514

Yale & Towne Mfg. Co..... 403

Zellerbach Paper Co.....715, 716

SECOND WESTERN PACKAGING CONFERENCE

Civic Auditorium, San Francisco, August 9–11, 1949

Program

TUESDAY MORNING, August 9

Chairman: J. W. Pipes, *President, Mission Dry Corp., Los Angeles.*

10:00 **REDUCING HANDLING COSTS WITHIN THE PLANT**—William H. Jaenicke, *President, Mailler Searles, Inc., San Francisco.*

10:45 **SUCCESSFUL PACKAGES DO NOT HAVE TO BE EXPENSIVE**—J. A. Walls, *Manager of Packaging Research, Merchandising Division, Rexall Drug Co., Los Angeles.*

11:30 **PLANT MAINTENANCE—A FUNCTION OF DESIGN**—J. L. Trebilcock, *Consulting Engineer, Sunshine Biscuit Co., Oakland, Calif.*

TUESDAY AFTERNOON, August 9

2:00 **REDUCING COSTS IN LOADING AND SHIPPING—A PANEL**—*Conducted by* Austin C. Street, *Manager, Barclay Traffic Service Division, Safeway Stores, Inc., San Francisco, with the following members:*

Irving Lyons, *Traffic Manager, California Packing Corp., San Francisco.*

George D. Cron, *Traffic Manager of the Chevrolet Oakland Division, General Motors Corp., Oakland, Calif.*

Joseph Daugherty, *Marine Service Manager, Insurance Co. of North America, San Francisco.*

Alfred D. Carleton, *Manager of the Traffic Department, Standard Oil Co. of California, San Francisco.*

L. Mayrisch, *Southern Pacific Co., San Francisco.*

WEDNESDAY MORNING, August 10

Chairman: G. W. Aljian, *Director of Purchasing and Packaging, California & Hawaiian Sugar Refining Corp., Ltd., Crockett, Calif.*

9:30 **INVENTORY CONTROL THROUGH PACKAGING MACHINERY**—John H. Warren, *Package Consultant, American Home Products Corp., New York.*

10:15 **LOADING AND SEALING SHIPPING CONTAINERS**—H. L. Greene, *President, J. L. Ferguson Co., Joliet, Ill.*

11:00 **CONSUMER PACKAGE PREFERENCES**—Forrest May, *President, Lucky Stores, Inc., Oakland, Calif.*

THURSDAY MORNING, August 11

9:30 **NEW MATERIALS AND METHODS STIMULATE PACKAGING PROGRESS—A PANEL**—*Conducted by* H. C. Diehl, *Directory and Secretary, The Refrigeration Research Foundation, Berkeley, Calif., with the following members:*

George F. Chase, *Manager of the Packaging Research Development Laboratory, Western Wax Paper Co., San Leandro, Calif.*

Dr. William Rabak, *Western Regional Research Laboratory, U.S. Department of Agriculture, Albany, Calif.*

Dr. T. A. Schwartz, *Chief Chemist, California Prune & Apricot Growers Assn., San Jose, Calif.*

L. P. Pennington *Research Director, Ames Harris Neville Co., San Francisco.*

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- Package design and manufacture of matching Tube Cartons—a Sheffield exclusive among tube manufacturers.
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Here's why 4 out of 5 housewives choose Pliofilm bagged oranges

"They're attractive and appealing." "The oranges are fresher, juicier." "**Pliofilm** is tough, washable and clear." "You can see what you buy—keep things fresher." "I like the feeling of strength in the **Pliofilm.**" "Can be washed and used over and over again." "Very handy. Oranges don't go flying all over."

—from consumer interviews

The **Pliofilm** super-market bag has scored a super-hit with customers and dealers alike. That's because **Pliofilm** keeps fruits, vegetables, cheese, meats, all kinds of foods, fresh and tasty for days longer. It withstands rough handling in shipment.

Pliofilm produce bags and merchandise containers are available in a variety of shapes and sizes to meet your special needs. Easily heat-sealed, they present no closure problem. Let sales-building, quality-protecting **Pliofilm** end your packaging headaches. For information, write: Goodyear, Pliofilm Department, Akron 16, Ohio.

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In a Midwestern City:

Where **Pliofilm** bags and mesh bags of oranges were displayed side by side—

The **Pliofilm** bagged oranges outsold the others by 50%

Where **Pliofilm** bagged oranges and bulk oranges were displayed side by side—

The **Pliofilm** bagged oranges outsold the others by 27%

In a Southern City:

Where 1,000,000 five-pound-size **Pliofilm** bags were used—

Pliofilm bagged items—all kinds—increased sales by a minimum of 10%

—from sales reports

Good things are better in

Pliofilm

GOODYEAR PACKAGING FILM

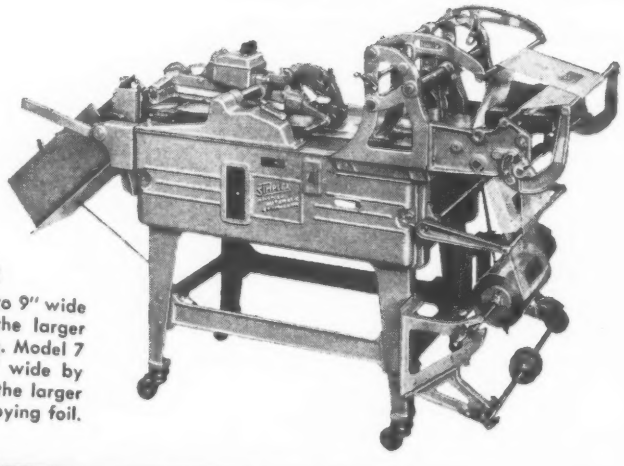
3-way protection against air, moisture, liquids

Pliofilm - T.M. The Goodyear Tire & Rubber Company

PROMINENT FOOD MERCHANDISERS USE SIMPLEX BAG MACHINES

If you package your products in bags made of any of the thermoplastics or laminated sheets, do as hundreds of the world's leading merchandisers do—make your own bags with a SIMPLEX machine. Buy the plain or printed material in rolls, make the bags in your own plant where you can exercise complete control over timing, quality, inventory and size.

You not only control the manufacturing operation, but you do it all at a saving in the cost of your bags. SIMPLEX machines are simple to operate, adjust and maintain. The SIMPLEX is a high speed automatic machine which will produce up to 5000 heat-sealed, flat or gusset square bottom bags per hour, in sizes up to 12" in width and 20" in length using rolls of 30" maximum width.



★

4 MODELS AVAILABLE

Model 1 makes bags in sizes up to 9" wide by 16" long. Model 4 makes the larger sizes up to 12" wide by 20" long. Model 7 makes flat foil bags up to 10" wide by 7" long, while Model 10 makes the larger bags of foil or laminations employing foil.

Simplex

WRAPPING MACHINE COMPANY

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THE PACKAGING OUTLOOK

THIS YEAR IS EXPECTED TO BE THE MOST IMPORTANT IN THE LAST FIVE YEARS IN THE DEVELOPMENT OF NEW TECHNIQUES IN PACKAGE-CONSCIOUS WESTERN STATES.

By Charles A. Lewis*

The West Coast consumer is very package conscious. Merchants in all types of trade, including department stores, are dressing up their merchandise with some attractive package design. Retail merchants, after appraising sales for the first quarter of 1949, have found the totals somewhat short of expectation and are developing new programs to maintain a high volume for the remainder of the year. This, of course, includes better merchandising displays and a search for new methods to attract customers. The principle that "eye appeal means buy appeal" and spells profit is the controlling theme. Merchants realize that in order to remain competitive they must modernize and improve merchandising methods. The trend of wrapping merchandise with a transparent film has now reached almost every item sold.

Reports indicate that this year will probably be the most important in the last five years on the West Coast for advancement of new packaging techniques. More attention than ever before will be given to visibility packaging, carry-home containers, dispenser packages, pre-packaging and unit packages.

Producers and converters of transparent-film containers on the West Coast are optimistic for the future and are tuning their plant facilities to supply what seems to be a definitely increasing demand.

In general, however, the first quarter of 1949 was a period of caution and uncertainty in the West Coast container business, with most container manufacturers reporting substantial decreases in production. The container and packaging trades in this area, which include businessmen engaged in manufacturing, wholesaling and retailing, have not yet completed inventory reductions and, generally, plan to make additional cuts in stocks of raw materials and finished goods in subsequent months. Many metal-container producers, for example, are still working against high priced steel purchased last fall. Small container manufacturers, especially, are worried over the possibilities of price declines which will squeeze them against inventories of high priced raw materials which, due to decreased demand, they have been slow in reducing.

In the Southern California area, producers of *metal cans* for fruit and vegetable juices reported a 20% reduction because of the loss of the citrus juice pack. The short herring catch also reduced the demand for cans for cat foods. Industrial cans for paint in this area, however, have been brisk. In the Northern California area, the food pack for 1949 should be about the same as last year. Best available estimates indicate that metal can production at the end of this year will be about 15% below 1948.

Demand for *paper and paperboard containers* on the West Coast appears to have been fairly well in balance during the first quarter of 1949 despite reports that customer inquiries are lagging and the usual seasonal upswing failed to materialize. In the Pacific Northwest area, set-up box output so far in 1949 has been between 2 and 5% below the same period a year ago. This reflects fairly accurately the reduced consumer buying at retail levels in this area, plus the close buying policies being practiced currently by purchasers. In the Northern California area, prices of paper and paperboard containers have sagged in the face of increasing competition from the East, the South and the Southwest. Consequently, local producers report current orders received are small and for immediate delivery, whereas formerly large orders were placed for as high as six to nine months' requirements. In the Southern California area there seems to be an underlying feeling that paper container acceptance is on the upswing.

Glass container output in this area during the first quarter was estimated to have averaged approximately 15% below the annual rate a year ago. The outlook for the rest of 1949 is varied, with some industry sources believing shipments will come within 5% of 1948 levels, while other estimates believe a 20% decline in total 1949 shipments would not be surprising.

It is believed that this year's California freeze will cut the demand for *nailed wooden boxes and shook* in this area during 1949 at least 30% below last year's production, with most of this loss in citrus containers. *Wirebound box and crate* output on the other hand may be slightly above 1948 levels for the first half of 1949, with a leveling off anticipated during the last half of the year. While almost all manufacturers of wooden containers in the area have resisted price reductions due to high production costs, there has been some softening from locality to locality, with the price decrease believed to be averaging somewhere between 7.5 and 15%.

Flexible package converters expect 1949 volume to be about 5% above 1948.

* Containers Section, General Products Division, Office of Domestic Commerce, U. S. Dept. of Commerce, Washington, D. C.

Now Easy, Sure, Perfect HEAT SEALING of

Cellophane, Lumarith, Pliofilm, Polyethylene, Vinylite Cast Film, etc.*

with the

WELLS THERMOSEALER

Amazingly Accurate CONTROL of Base-Heat PROPERLY SEALS Heat-Sealing Materials

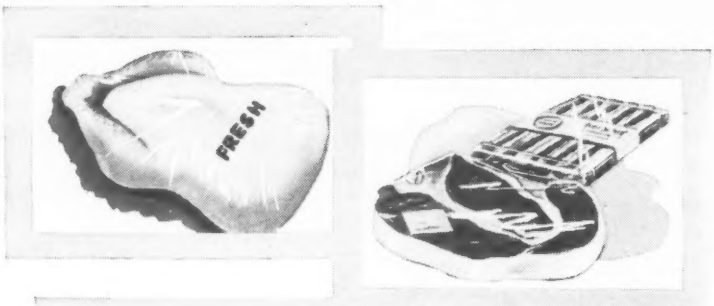
EACH heat-sealing material requires its own particular temperature to seal it properly.

The Wells Thermosealer solves this tricky problem—makes packaging easy—because Wells developed an **adjustable** Thermostat that **holds the temperature** of the aluminum base **within the close tolerance required** for the given heat-sealing material.

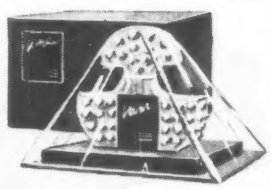
In devices where the temperature is not closely controlled, sealing is haphazard.

For more than 10 years the Wells Thermosealer has proved reliable. It is sturdily built for long years of good service. Made by the Wells Manufacturing Co., a prominent electrical manufacturer of 31 years' experience, the Thermosealer is widely used the nation over. Users try one, like it, buy more

Once you try it, you'll find that even what you **thought** to be stubborn heat-sealing material now seals easily and perfectly because of the accurate temperature control in the Wells Thermosealer.

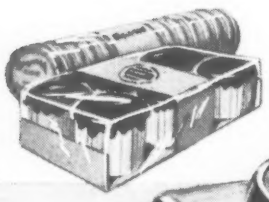


Meats, fish, fowl (fresh or frozen), bacon, hams



Gifts, photographs, stationery, bottles, toilet goods, tools

Vegetables, fruits (fresh, frozen, dry), cheese, macaroni, delicatessen products



Cakes, cookies, candy, flowers, boxes, labels

Plugs into any Alternating-Current Convenience Outlet of 110 volts. Properly Insulated and Built for Safe, Fast use. Has long-lasting full-size Heating Element. Adjustable Temperature Control of high accuracy.

Style TF

Listed by Underwriters' Laboratories Inc.

The Wells Thermosealer, built of Aluminum and weighing but 10 ounces, does not fatigue the operator.

* For Cellophane, Lumarith and similar materials, use the Wells Thermosealer AS IS. For Pliofilm, Polyethylene, Vinylite Cast Film, etc., thin WELLSOLE is attached to the base of the Wells Thermosealer.

Low in cost, light in weight, the Wells Thermosealer is recommended by packaging engineers the nation over and by manufacturers of modern heat-sealing materials because it is handy, long-lasting and seals properly in less time.

Sold by Dealers in Heat-Sealing Materials

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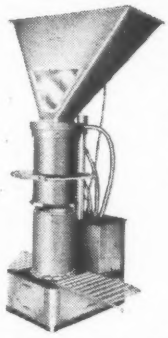
For LABELING neat and fast—the Wells Label Plate (T-1140), 2" x 2", may be attached by 2 simple screws

220 NINTH STREET WELLS MADE IS WELL MADE **SAN FRANCISCO 3, CALIF.**

These well-known products are packaged at lower cost with General Mills Machines

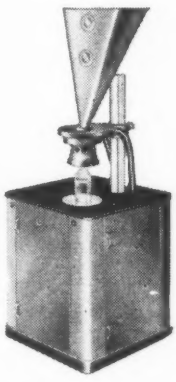
Looking for faster, cheaper packaging for your product? Take a tip from some of the nation's top manufacturers—investigate the cost-cutting results offered by General Mills' line of specialized equipment.

VACUFLOW POWDER FILLERS



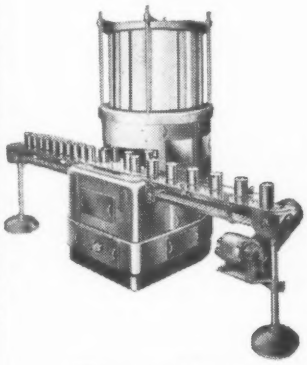
MODEL E

Fills bulk containers up to 200 pounds in capacity. Operator positions containers and the machine fills them to a precise weight automatically.



MODEL D

Handles small and medium-size containers fed manually. Ideal for the manufacturer with low tonnage production on a wide range of products.

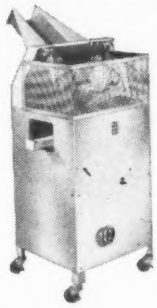


ROTARY MODEL

Fills up to 300 containers a minute automatically. Handles a wide variety of sizes of cans, jars, small-mouth bottles and cartons. Available with 8, 12, 16, or 24 filling heads.

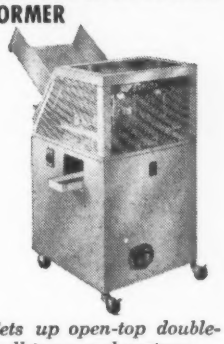
These machines use a new precision method of *drawing* powdered products into containers by means of an intermittent vacuum. This permits complete control over weight and density of powders, resulting in amazing accuracy and high filling speeds. All working parts are completely dust sealed; filling rooms offer clean, dustless working conditions.

TRAY-LOCK MACHINE



Forms lock-type trays and cartons

FINISHED-EDGE CARTON FORMER



Sets up open-top double-wall trays and cartons

Completely automatic, these machines deliver ready-to-fill trays and cartons at speeds up to 90 per minute. Both units produce a wide variety of tray and carton sizes and styles, all neatly squared with sturdy, straight sides. Either machine plugs into your regular 110-volt circuit.

Full details regarding any of these machines will be sent on request. Address Dept. M-79, General Mills, Inc., 1620 Central Ave., Minneapolis 13, Minn.

MADE BY ONE OF THE WORLD'S LARGEST USERS OF PACKAGING MACHINERY

Mechanical Division
General Mills, Inc.
Packaging Machinery

1,000,000 CU. FT.
DEVOTED ENTIRELY TO PACKAGES

- transparent sheeting
- roll stock printing
- printed cellophane
- transparent bags

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Going hand-in-hand with the immensity of Modern Containers' package producing facilities is efficient, pleasingly swift, low cost service on all your packaging needs.

Modern Containers is a Number One source for supplying West Coast operations with sheeting for packages—either plain or printed, in sheets, continuous rolls or fabricated into bags.

ORDER YOUR BAGS DIRECT FROM MODERN CONTAINERS

Modern Containers offers a complete technical service which will guide you to the correct answers to your questions about the design and use of bags for packaging. What's more, strategic location insures speedy delivery—whether you place a single order or are a receiver of a weekly or monthly allotment of bags.

WHY MAKE YOUR OWN BAGS?

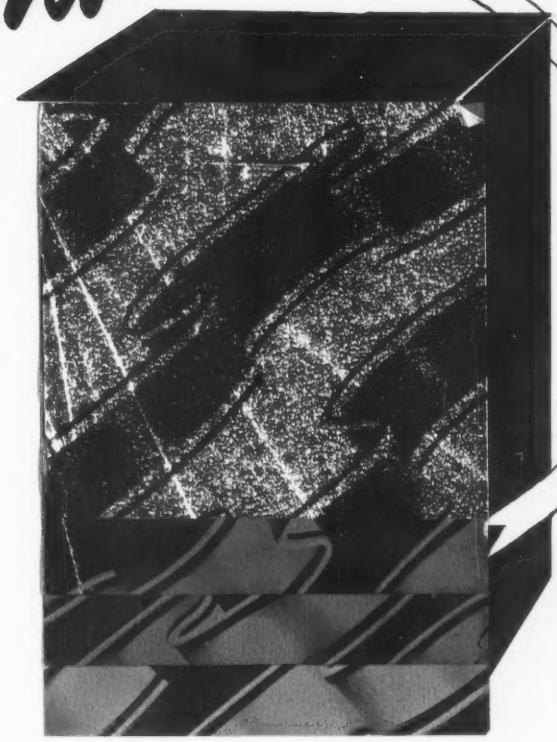
Check with us for a new unique service—inaugurated for the manufacturer who must make his own bags but does not wish to do so. This plan is new and startling—no need to tie up capital in unfamiliar equipment. Relieve yourself of all responsibility in cellophane bag making! This plan guarantees to save you money.

WANT US TO TELL YOU MORE?

Should you be interested in any of the Modern Containers' services or in the details about the new plan for more economical bags, write to our main office or contact our nearest representative.

MODERN CONTAINERS, INC.
3220 E. Olympic Blvd. Los Angeles 23, Calif.

Wrap it in "Ribbons"



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LAMINATED FOILS • SPECIAL COATINGS • DECORATIVE WRAPS

SUGAR—a Western giant

C & H REFINERY PLANT AT CROCKETT IS A MODEL OF PACKAGING EFFICIENCY IN THE HUGE-VOLUME HANDLING OF A SINGLE SPECIALIZED PRODUCT

Sugar is the basis for one of the important business operations in Western America. The West, including Hawaii, produces 2,400,000 tons of sugar each year, almost 1½ million tons more than it uses. The marketing of this output, about ⅓ of the U. S. total, provides a major commercial activity for the area and at the same time confronts the sugar producers with imperative problems of quality maintenance, competitive price and merchandising effectiveness—which includes economical, attractive, sales-compelling packaging.

The Hawaiian Islands produce all the raw cane sugar that is refined on the West Coast today, the total yearly output including that refined and consumed in the Islands themselves, averaging about one million tons. The balance of 1.4 million tons comes from beets, locally produced.

Several large milling, refining and distributing companies—including Spreckels Sugar Co., Holly Sugar Corp. and American Crystal Sugar Co.—more than 60 mills and hundreds of individual growers contribute to the production of beet sugar in the West. By contrast, cane sugar refining and distributing is concentrated in the California & Hawaiian Sugar Refining Corp., one of the world's unique business enterprises.

No better laboratory for the study of packaging techniques in the West Coast sugar industry could be found than in the huge C & H cane sugar refinery, the largest in the world, located at Crockett, on the south shore of Carquinez Strait in San Francisco Bay.

Although installations are currently being made both at the sugar ports in the Islands and at Crockett to handle raw sugar in bulk, most of the material is still received in 100-lb. burlap sacks, transported in the holds of fast, modern freighters. Sacks are swung out of the freighters in sling-loads of 16. Eight sacks are deposited on a scale-conveyor and the other eight on a platform between the scale and dockside while the sling travels back for another load. The weighing mechanisms are contained on travelling dollies which run on rails along the dock bordering the plant.

After weighing, the sacks drop onto the first unit in the intricate system of conveyors by which materials are handled throughout the 1,175,000 sq. ft. of this one-half-mile long plant. The central control station of the conveyor system acts as a regulatory medium for the entire operation. With its flashing light indicators, alarm bells, switches and relays, this station resembles a dispatcher's tower in a freight assembly yard. So precisely integrated is the entire operation that the sacks of raw sugar can be seen entering the refinery on the top side of the main conveyor, while sacks of pure refined product on their way to market pass below on the under or return side of the same belt.

Refined sugar packages range from 100-lb. paper or cotton bags to a single tablet, individually wrapped, with infinite variations between. Population growth in the Western States during and since the war has placed the emphasis on consumer packages—1- and 2-lb. cartons of granulated, powdered and brown, and 5- and 10-lb. sacks of granulated.

Bagging cane sugar

First used in the East in 1937, paper bags for sugar were not in common use prior to the beginning of the war. Inability to obtain cotton fabric for sacking during the war forced the use and development of paper packaging, the conversion being almost 100%. This use has been retained, advantages attributed to paper being cleanliness due to its imperviousness to dirt and foreign matter, adaptability to mechanical filling and handling, and the existence of sources of supply in a stable industry not subject to great price deviations and with uniform production structures.

A new and important installation at C & H is the filling operation on 5- and 10-lb. granulated. This consists of nine rotary automatic filling units. The fillers are fed by gravimetric scales which deliver accurately weighed charges of sugar into the filling heads. Bags are placed by hand on the filler blocks by women operators. One of the fillers has been equipped with an automatic bag feeder developed by C & H which performs satisfactorily; feeders will probably eventually be added to the other units.

The duplex, square-bottom kraft bags, or "pockets" as they are called in the industry, are conveyed through a standard sewing head which applies crepe kraft reinforcing tape on each side, sews the opening closed and trims off the excess bag material.

On the 5-lb. lines, the output of two fillers is combined in one stream which converges on a baler. This is a machine which has been designed and built by C & H for its special uses. The individual packages are accumulated until the required number for a master container is acquired and then all are injected into the container as a unit. In this case, the 5-lb. filled and closed pockets are assembled as they come down the line in three rows of four bags each—12 bags, or a total of 60 lbs. The 12 bags are then injected by a plunger into an opened master bag lying on its side. This is a four-wall kraft bag and when filled is designated as a "bale." The filled bale is up-ended onto a vibrating platform where it is agitated to settle the contents firmly, then conveyed through a folder which creases in the gussets and places the opening in position to be closed. This is performed again on a regular sewing head which adds reinforcing tape, sews the bale firmly shut and trims the excess. Baling of the 10-lb. packages is done in the same fashion, except that each filling unit requires the services of a baler.

These packaging lines are paced at the speed of the fillers which have ideal operating speeds of between 30 and 40 per minute.

Cartoning of brown sugar

Another highly effective packaging operation to which refinements have recently been added is that on brown sugar. The production of 1-lb. cartons will illustrate the general procedures.

First step is the making of the lined cartons on a double package maker. This is effected by means of a series of steel forming blocks which rotate to the successive stations at which the packages are made. First, waxed paper is drawn off a roll and formed around the block which gives it the size and shape of the carton liner. Next, this waxed paper liner is heat sealed. At the next station the carton, cut out but lying flat—not partially fabricated, as is done on many box makers—is formed around the same block around which the paper liner is still in place. At the next station the carton is glued at side and bottom seams, after which it is stripped from the form block and carried off in an upright position for filling.

Since the package maker operates at the rate of 60 made boxes per minute, its output is split into two streams for the slower filling and gross weighing process. These fillers were specially developed by C & H engineers. The brown sugar is fed into the hoppers from above in its commercial condition, which is moist and clinging. In contrast to the granulated sugar which contains as little as $^1/_{100}$ of 1% moisture, brown sugar by nature has between 2 and 3% moisture content. Therefore, to fill the small containers the sugar is first shredded in perforated drums. Then it passes over vibrators which further separate it into small clusters of grains. From the vibrators it is taken to the boxes in rotating filler tubes, two tubes to each filling station. Gross-weight scales are here provided.

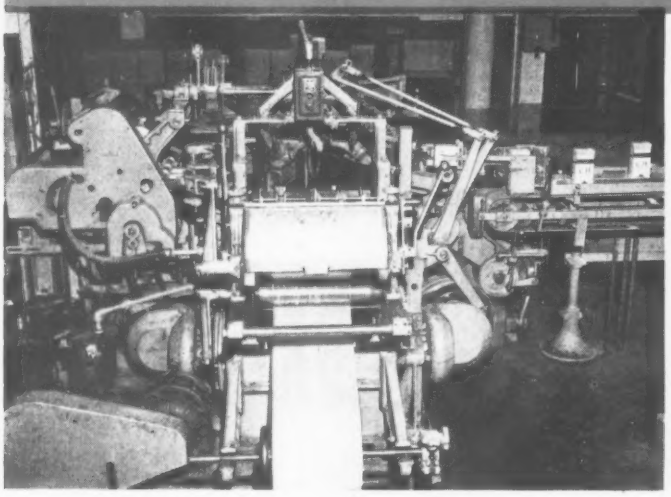
The first tube fills into the carton in a relatively full stream to the amount of approximately $^3/_4$ lb. Flow is cut off by action of an automatic scale on which the box rests as it is filled. The partially filled carton then passes to the next tube which fills into it from a much smaller stream. Again the flow of sugar is stopped by action of the scale on which the box rests, this time after the delivery of an additional $^1/_4$ lb., or at exactly 1-lb.

Positive weight checking is achieved by an ingenious

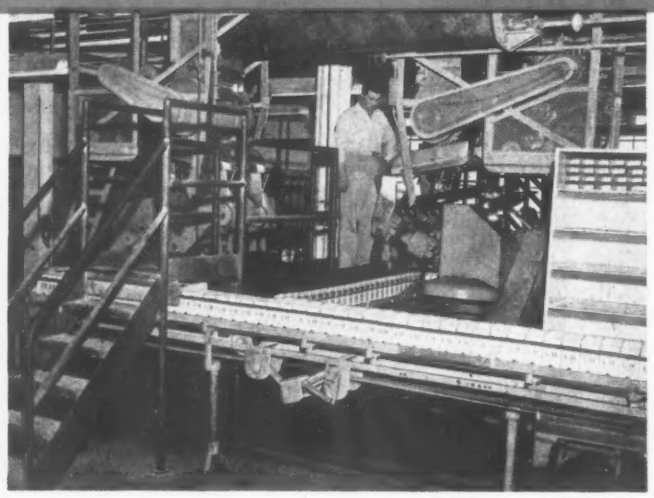
Bagging techniques on cane sugar

FILLING of double-wall 5- and 10-lb. paper bags is handled by a battery of nine rotary machines (right) at California & Hawaiian plant. Bags are conveyed through a standard sewing head that applies reinforcing tape and stitches them shut.

OUTPUT of each two fillers converges on a "baler" (right), in which bags are automatically assembled in a larger multiwall bag for shipping. At left, shipping bags are folded, taped, stitched shut.



CARTONS ARE FORMED, with waxed paper liner, on a combination machine which takes waxed paper from roll in foreground and carton blanks from the magazine at left and sends the ready-to-fill cartons away on the conveyor line.



CLOSE FILE of cartons passes below the filling heads to receive load of brown sugar by gross weight. The filling equipment for handling this difficult product was developed by California & Hawaiian's own engineers.

mechanism. As the filled cartons come off the filling machines they pass over the platform of an over-under scale. The bottom of the scale pointer has been extended in the form of a pendulum which swings to one side or the other, or maintains a constant median position, depending on the weight of the carton. At the median or correct weight position, the end of this pendulum passes through an opening, the two sides of which are in effect mechanical contact switches. If the carton is filled to the right weight, the pendulum passes through the opening and the carton continues on the conveyor belt to the next operation. If, however, it is either over or under weight, the pendulum carries to one side or the other and contacts one of the switches on its pass. This moves a shunt gate in the conveyor which closes, diverting the off-weight package.

These brown-sugar fillers and checkers operate at the rate of 30 cartons per minute, two of them being serviced by one package maker. Their production is then re-combined for the closing operation.

Closing is done on a rotary unit. This is accomplished in two steps, the first folding and sealing the wax liner and the second step closing and gluing the carton itself.

The closed cartons pass through a drying line and are cased in fibre shipping cases and the cases closed and sealed with standard equipment.

The packaging of powdered or confectioners sugar is similar, with the advantage of being somewhat less complex, since the dry powdered sugar is easier to handle than the moist brown. Cartons here are also made by the older method of first forming the liner and then inserting it in the carton on a plunger. Cartons in this instance are furnished by the supplier folded flat, but with the side seam glued in place.

Typical of other specialty processes are those in which 1- and 2-piece servings of cube sugar and pressed tablets are individually wrapped in decorated coverings and packed in 1- and 2-lb. cartons for consumer sale, or in packages of 500 services for commercial use. These activities are performed with conventional high-speed equipment.

Larger containers

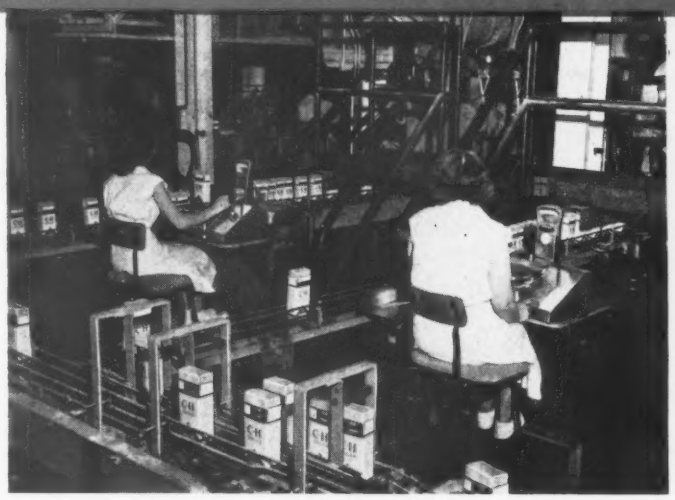
Shipping containers for consumer packages are specially designed to assist the retailer in handling the product. He is directed to open the case at the top. For ease in opening, the shipping case is closed by means of preferential adhesion of the glue. This is achieved by a band and diamond inked design which prevents the glue from adhering to those portions of the surface so covered.

Although bulk handling of refined sugar, using tank storage and tank car and truck tanker transportation, is coming into greater use, a major part of the commercial output is still handled in 100-lb. sacks. These are multiwall paper bags, closed at both ends by the manufacturer. Filling is done on a conventional belt packer which drives the sugar through a spout into an opening in one corner of the bag by means of the impetus of a belt running under a weighted roller. The sack is vibrated as filled to insure a quick and solid pack. After filling, the "sleeve" at the orifice is tucked in and is then held in place by the weight of the material packaged inside.

Materials handling

The volume of production at the Crockett refinery requires a continuous and reliable supply of packaging materials. These are stored in carload lots in the ware-

of brown sugar



FILLED CARTONS are automatically check-weighed as they come off the filling machine. If any adjustment is needed for over-weight or under-weight bags, the off-weight package is shunted on a side track to girls at hand scales.

CLOSURE is effected on an S-curve route as the cartons pass through a rotary machine which first folds and seals the waxed liner, then glues and closes the carton flaps. Closed cartons pass through a drying line

house first. Then daily supplies are brought to pools, usually located in the basement of the building in which a specific packaging operation is being performed. From these pools 24-hr. stocks are moved to areas adjacent to the processing.

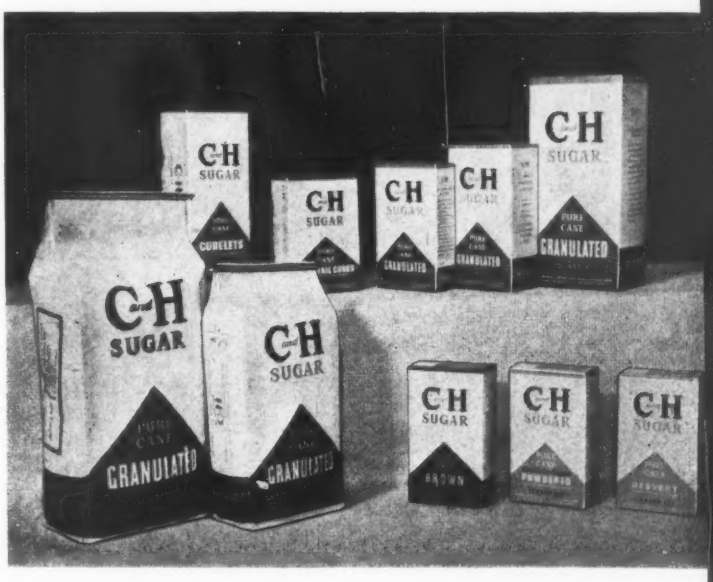
Palletizing is highly developed throughout the plant and materials not conveyed on the belt systems are handled with fork trucks and motorized dollies. Palletizing has changed a traditional feature of the refining activity in the industry—the storage stacking of refined sugar.

Prior to recent years sugar refined during the cane-producing season was stored for sale throughout the year in stacks 60 bags high. For this purpose the main warehouse towers several stories high in clear spans and stack-building conveyors, as well as those for breaking down the storage, were long a key feature of the warehousing scheme. Now much of this height is no longer used, the attempt being made to build the packages directly into pallets as they come from the packaging areas and to maintain these units throughout storage and shipment.

Packing and packaging techniques may indeed be said to be vital to the manufacture and distribution of refined cane sugar in Western America. They have contributed beyond measure to this important industry which plays such an important part in the economic life of a large segment of America.

CREDITS: *Double package maker and rotary carton closer, Pneumatic Scale Corp., Ltd., North Quincy, Mass. Small package wrappers, Package Machinery Co., Springfield, Mass. Brown-sugar fillers developed by C & H Sugar Refining Corp. Scales for brown-sugar fillers, Pneumatic Scale Corp., Ltd. Weight checker for brown sugar manufactured and sold by Acme Pattern & Machine Co., Buffalo, N. Y., in agreement with Elder & Robinson, using scales by Exact Weight Scale Co., Columbus, Ohio. Scales for 5-, and 10-lb. delivery and for belt packers, Parsons Automatic Scale Co., Berkeley, Calif. Sewing heads, Union Special Machine Co., Chicago. Case sealer, Standard Knapp, Division of Hartford-Empire Co., Portland, Conn. FRC filler units and bag feeder (5- and 10-lb. paper packages) and belt packers, St. Regis Paper Co., New York. Five- and 10-lb. pockets, St. Regis Paper Co.; Bemis Bro. Bag Co., St. Louis, Mo.; Union Bag & Paper Corp., New York; Crown Zellerbach Corp., San Francisco. Multiwall master containers, St. Regis Paper Co.; Bemis Bro. Bag Co.; Crown Zellerbach Corp. One-pound cartons, Fibreboard Products, Inc., San Francisco. Waxed paper liners, Marathon Corp., Menasha, Wis., and Western Waxed Paper Co., Los Angeles. Shipping cases, Longview Fibre Co., Longview, Wash., and Fibreboard Products, Inc.*

CONSUMER PACKAGES of C & H are simple, but effective. They represent a large part of the plant's 800,000-ton annual refining capacity.



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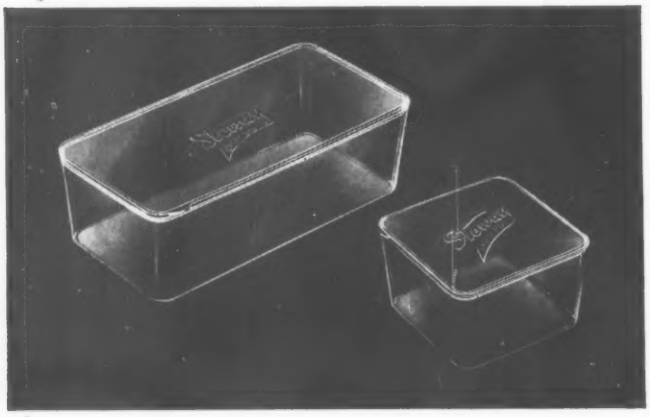
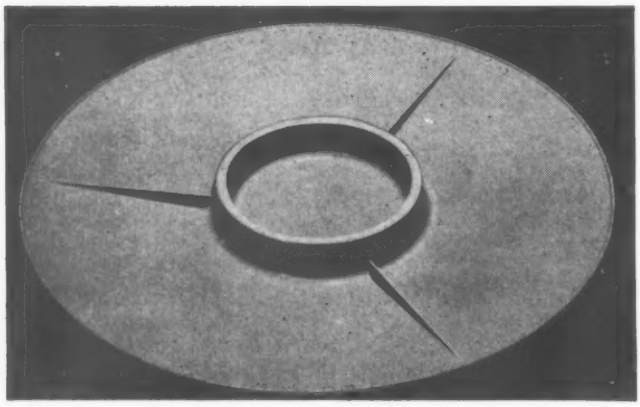


UTILITY DISHES



SERVICE DISH

STOWAY PLASTIC CONTAINERS are adaptable to many kinds of products. Each container is made of odorless, tasteless, chip-proof STYRON and will withstand heat to 160 degrees F—cold to −40 degrees F. Each container has been designed for appearance, utility and durability.

No. 2400 Baby Stoway—5 oz. capacity—twist-seal lid—3 transparent colors.

No. 2600 Junior Stoway—8 oz. capacity—twist-seal lid—3 transparent colors.

No. 600 Utility Dish—16 oz. capacity—4" x 4" x 2½"—tight seal lid—3 transparent colors.

No. 1200 Utility Dish—32 oz. capacity—8" x 4" x 2½"—tight seal lid—3 transparent colors.

No. 1800 Service Dish—14" diameter—1⅛" depth—lightweight—5 opaque colors and frosted white.

STOWAY OFFERS LOW COST—SALES BUILDING—CONSUMER ACCEPTED PACKAGES WITH A PLUS APPEAL OF HOUSEHOLD UTILITY!

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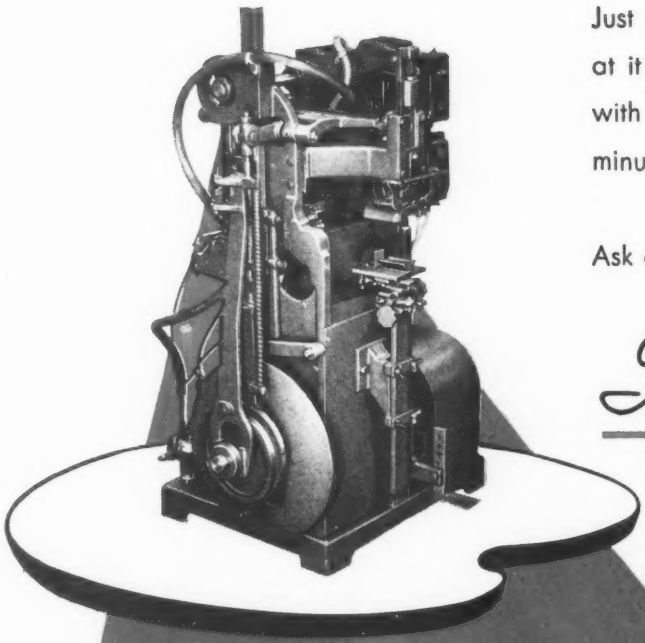
LABELING *without glue!*

No moisture to affect paper labels; no continual check on glue consistency.

No morning preparation—no evening clean-up!

Just start labeling the moment work starts, keep at it all day 'till the minute the whistle blows—with vacuum-perfect register—50 and more per minute—and never any fuss, delay or drudgery!



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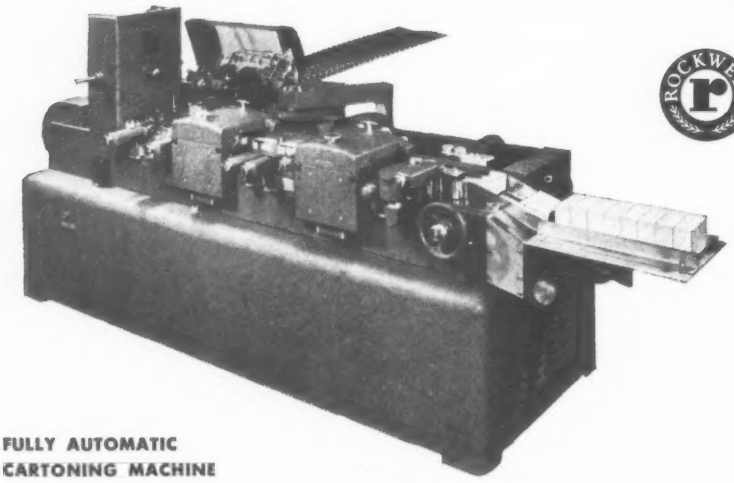
Rockwell Cartoning Machines



FULLY AUTOMATIC CARTONING MACHINE

This machine does the complete job from flat carton to finished package. It loads a wide variety of products into machine erected cartons and seals or tucks both ends in continuous motion.

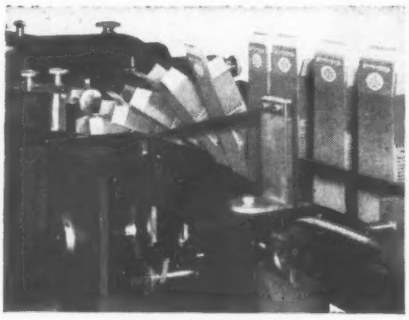
Rockwell machines handle various types of cartons such as straight tuck, reverse tuck, tuck top and glue bottom or glue both ends. Cans, etc., are packaged singly or in multiples; both one and two tiers.

SEMI-AUTOMATIC CARTONING MACHINE

Sets up cartons of various sizes and tuck seals one end ready for hand loading or hand filling at rates of from 100 to 200 cartons per minute.

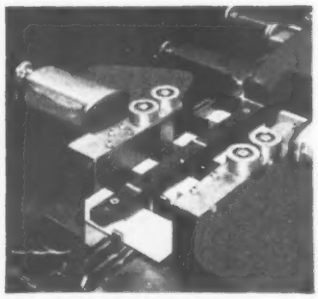
A FEW FEATURES OF THE CONTINUOUS MOTION ROCKWELL AUTOMATIC CARTONER

Adjustable loading buckets

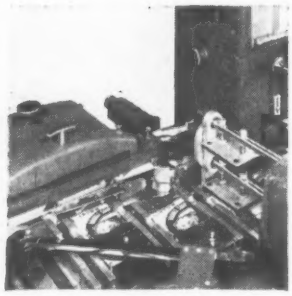


Loaded carton uprighter

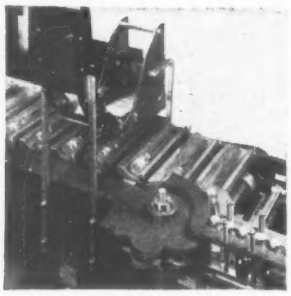
Carton loading section



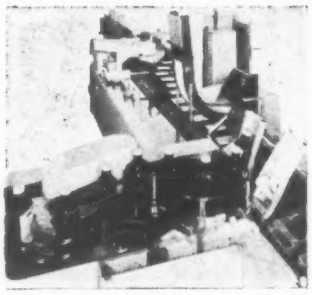
Roller closer for tuck end cartons



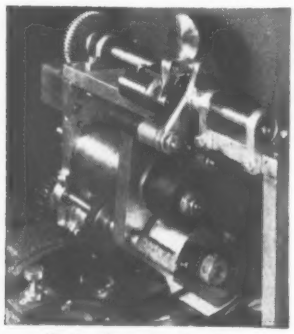
Tamping mechanism for bulky packages



Upright circular magazine—circulars positioned in front of penicillin vials



Bottle turner and loader



Code dater and printer mechanism

Rockwell

PACKAGING MACHINES, INC.

(SUCCESSOR TO A. H. ROSS CO., INC.)

Subsidiary of

ROCKWELL MANUFACTURING CO.

BOX 314

HUDSON, N. Y.

Adjustable tuck control mechanism

HOUSEWIFE

?

MERCHANT

Mrs. Housewife is your customer. Have you talked to her about the Mullinix package? She is confused about sliced bacon. She is tired of looking and never being sure. She wants to buy by brand in a sensible closed package that protects sliced bacon and affords real convenience in the kitchen.

If housewives are sold on your bacon why do you have to show each package?

Stop and think it over. There is common sense in the Mullinix way of selling bacon.

The Merchant buys and sells to the American housewife. If the housewife demands your sliced bacon in the Mullinix package he will give it preferred attention. If she has no preference he will let her look. If she has to look she isn't sold on any brand.

Merchants will tell you housewives who buy bacon in Mullinix buy by brand and pay more. The proof of the bacon is in the eating. The assurance of quality is in the brand.

mullinix

LIGHTPROOF PACKAGES

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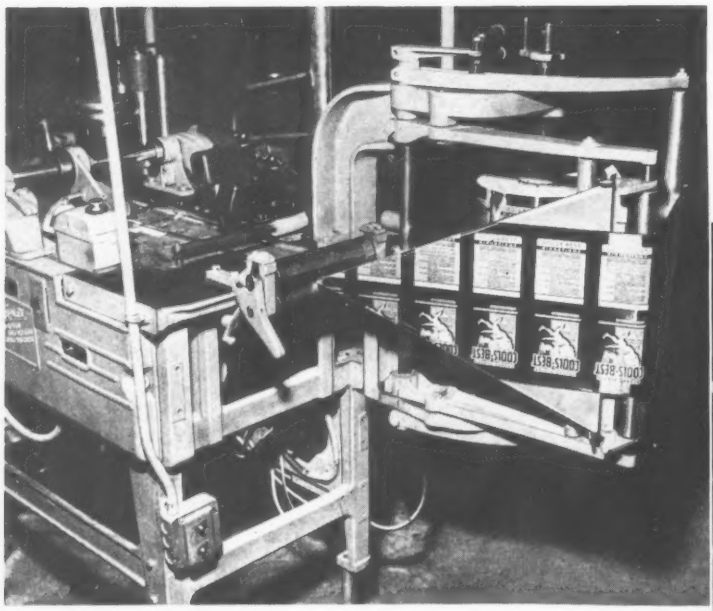
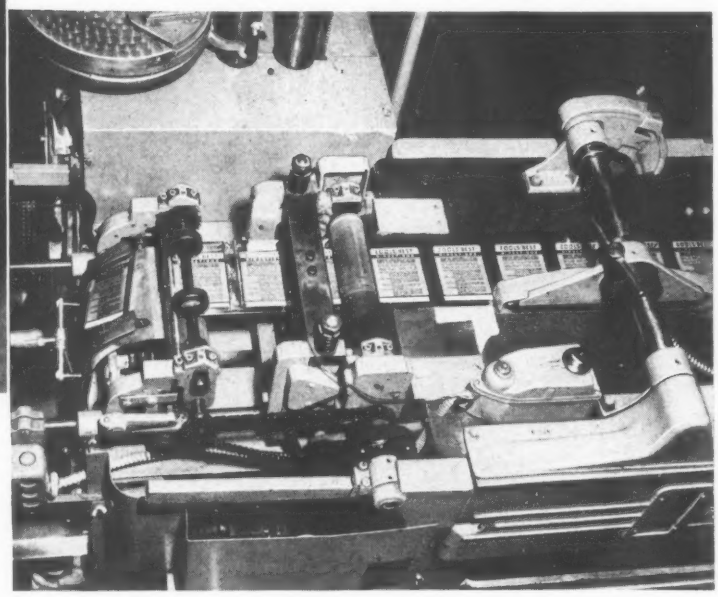


OPERATION STARTS with vertically mounted roll of printed foil-paper material, which is folded at the middle as it enters the heat-sealing and slitting mechanism. Foil side is outward in this colorfully printed package used by Tea Time Candies for Cools-Best soft-drink powder.

SEALING AND SLITTING operation. Folded edge is heat sealed first as reinforcement. Center mechanism effects transverse seals, then cutter slits off individual envelopes, which are upended at left as they drop on belt to the filler. At upper left is portion of rotary filler wheel.



Automatic enveloper

SINGLE, COMPACT MACHINE TAKES FOIL MATERIAL FROM A ROLL AND TURNS OUT POWDER-FILLED PACKETS, 60 A MINUTE

One of the more interesting of recent equipment developments on the West Coast is a simple machine which, in a series of integrated actions, performs the functions of envelope making, filling and sealing from a roll of foil-laminated material. The first of the machines is used by Tea Time Candies, Inc., Los Angeles, for packaging Cools-Best, a powdered confection suitable for making soft drinks or frozen desserts.

The machine, in one continuous operation, makes rectangular foil packages for the powdered product, fills each envelope with precisely $1^1/_4$ oz. of the powder, heat seals it and moves it into the hands of the packer who places it into dealer cartons. The finished package is a colorfully printed foil envelope, heat sealed around its entire perimeter.

The machine was obtained by Tea Time following its development by a West Coast equipment manufacturer. It was subjected to test runs last summer. Satisfied with its performance, the company put it into operation in March of this year, in time for the hot-weather drink season. Currently the machine is handling 50 packages per minute. The speed of operation is subject to control and, according to William Michelle, vice president of Tea Time, it could produce a larger volume if desired.

The all-in-one packaging process begins with a roll of foil-laminated material, already imprinted in two colors with the Cools-Best logotype and directions for use. The web, $10^1/_2$ in. wide at the start, is threaded through a folding device which folds it down the center so that it emerges in a double strip $5^1/_4$ in. wide. The doubled web then goes through the first of the heat-sealing steps. In the first step, the area which will ultimately become the bottom of the bag is heat sealed. This sealing occurs along the already established fold, but the additional sealing reinforces it.

Then the foil strip is sealed transversely at regular

$3^1/_2$-in. intervals. This is the basis for the side sealings. These sealings are fairly broad so that the bags can be cut apart and still provide an adequate sealed margin at the side.

Next the strip passes through a cutter which snips it into individual bags, pre-sealed along the bottom and at both sides. Up to this time, the potential bags have been moving along the machine sideways. As they emerge from the cutter, they are automatically turned so that they are in the correct position ready to be filled.

Right side up, they are moved along a belt to the filling mechanism. A split second before each bag reaches the filling point, it is gripped by vacuum from two perforations in the side bars of the conveyor, opening the lips of the bag for filling.

The actual filling is done through a cylinder placed beneath a hopper which is kept filled with the powder. In the cylinder are four pockets, each holding exactly $1^1/_4$ oz. The cylinder is in continuous rotation. As a filled pocket passes over the filling tube, it automatically empties, spins around and the next pocket is brought into position for similar unloading. Empty pockets rotate back to the hopper outlet for refilling.

The flattened end of the filling funnel fits precisely above the opened lip of each bag, which receives its contents and moves on. At this point the final sealing is effected as the top of the filled bag, still upright, passes through a heat sealer. The conveyor carries the filled bags to the discharge table, where an attendant hand packs them, 24 to a printed paperboard carton which can be set up by the retailer as a counter display unit.

The entire mechanism is controlled by a single on-and-off switch and only one attendant is needed for its operation, in addition to the carton packer.

Since Tea Time did not package Cools-Best prior to the installation of this equipment, the firm is in no position to estimate savings in time and labor achieved by the new machine. However, they report complete satisfaction with the performance of the machine and indicate that the extensive development work has been entirely justified by the results.

Cartons are colorfully done with illustrations of fruit and the lid has a distinctive frost-laden Cools-Best logotype.

Tea Time is currently selling Cools-Best through California, Texas, Arizona and Colorado. It is packaged in six flavors and the foil bags feature a color change for each flavor.

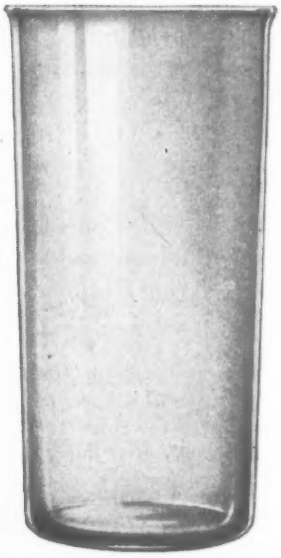
CREDITS: *Machine, Simplex Wrapping Machine Co., Oakland, Calif. Laminated aluminum foil, Western Waxed Paper Co., Div. of Crown Zellerbach Corp., Los Angeles, using Aluminum Co. of America foil. Display cartons, Acme Paper Box Co., Los Angeles.*

POWDER IS FILLED as envelopes move, right to left, under filler. Vacuum cups grip the envelope sides, holding it open as it approaches filling station. Top is then heat sealed.

PACKER immediately places 24 of the envelopes in a paperboard display carton ready for shipment to the dealer. Only one machine attendant and one packer normally handle the entire operation.

another MERCHANDISING TRIUMPH for re-usable containers

by ELDON



Here's another success story for smart utility packaging . . . in a highly competitive industry. Leading dairies have jumped on these handsome translucent GAYLON tumblers as an ideal medium for merchandising cottage cheese.*

GAYLON'S remarkable properties and unusual colors made these tumblers an instant hit with housewives.*

"One of our fastest promotions," says largest dairy in the West. "We were cleaned out in no time."

Another dairy, greatest in the Middle West, placed an initial order for nearly 1,000,000 GAYLON tumblers.*

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*A molded plastic of superior physical characteristics produced only by Eldon Mfg. Co.

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one simple step to production-line labeling

from the producers of Kum-Kleen labels

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Kum-Kleen Labels are applied dry. All the operator does is place the label on the product—no moistening, no sticky fingers, no soiled packages. New "active" adhesive keeps label stuck to any clean, smooth surface—no popping or curling, even in temperature extremes—adheres more tightly with age.

Kum-Kleen Labeling pays its own way! Many users of this remarkable new labeling method say the time and labor savings pay the cost of the labels and dispenser. Many leading packagers have found *Kum-Kleen* methods the best answer to their labeling problems.

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NEW

NEW LABEL DESIGN is the result of two years' planning to achieve a strong, functional family identity with maximum merchandising value. Note that the company name is prominent, but subordinate to product identification. These packages won First Award in the San Francisco Ad Club packaging contest. Colors are orange and black, with the "certified" seal appearing in white.

OLD

CONTRAST THE OLD, with no relationship, helter-skelter copy, confusion of product and company names and buckeye design generally. Orange and black color scheme was the only element of the old package carried over to the new design.

Western prize-winner

PATEK'S CLEAN-FACED FAMILY OF LAUNDRY SUPPLIES IS REPRESENTATIVE OF PROGRESSIVE THINKING IN WEST COAST PACKAGING

Many firms ask, "What good will spending time planning and developing new packages for our products do us? We're only a small business!" The answer is to see what small companies have achieved through packaging. One example is Patek & Co., San Francisco manufacturer and distributor of supplies for commercial laundries and dry cleaners, whose alert, progressive package planning is typical of the thinking of many Western companies today.

Patek & Co. spent two years revising its labels and standardizing its packaging, employing a professional designer for part of the work, with the result that when the very first redesigned packages were entered in the packaging section of the first annual exhibition of advertising art, sponsored by the Artists Group of San Francisco Advertising Club, last year they won first prize. The packages were competing with all varieties of consumer, industrial and petroleum products, many of them leading national brands. Now that nearly all of the company's line is distributed in its new "dress" —as the stock with old labels was exhausted, the new ones were developed for each product—let's see what Patek & Co. has accomplished.

Prewar labeling represented the varying techniques and ingenuity of a series of printers, artists and advertising men during more than 70 years of the company's history. Analysis of the strong points of each earlier attempt, plus consideration of present-day production requirements and container availability, gave the company a set of standards from which to work.

The packaging problem basically required the development of a strong family group to merchandise the products the company itself manufactured, to retain product identity and to do an institutional selling job for the company. In addition, since the line is composed largely of "jobbed" items, many of them products of national manufacturers, Patek & Co. had the task of associating these items with its own name.

The physical appearance of the items, whether of its own manufacture or not, ranged from 120-in. rolls of heavy canvas to 4-oz. bottles and packages of tailors' needles and included larger bottles, jars, jugs, carboys, cartons, cans, sacks, bags, bundles, drums and barrels.

From the pure design standpoint, the company wanted a label that would be striking, conservative, yet modern—and which would "wear well." The label's first function is to give its information and, because of the large variety of sizes and shapes of containers, it had to be designed with extreme versatility in layout to allow space for directions that might vary from 12 to 1,200 words.

All the elements of the new label design are purely informative or assist in emphasizing the information. There are no decorative elements to detract from the first duty of giving information to the user. The elements fall into a pattern depending on their relative importance: (1) product name, (2) what the product does and (3) the company signature.

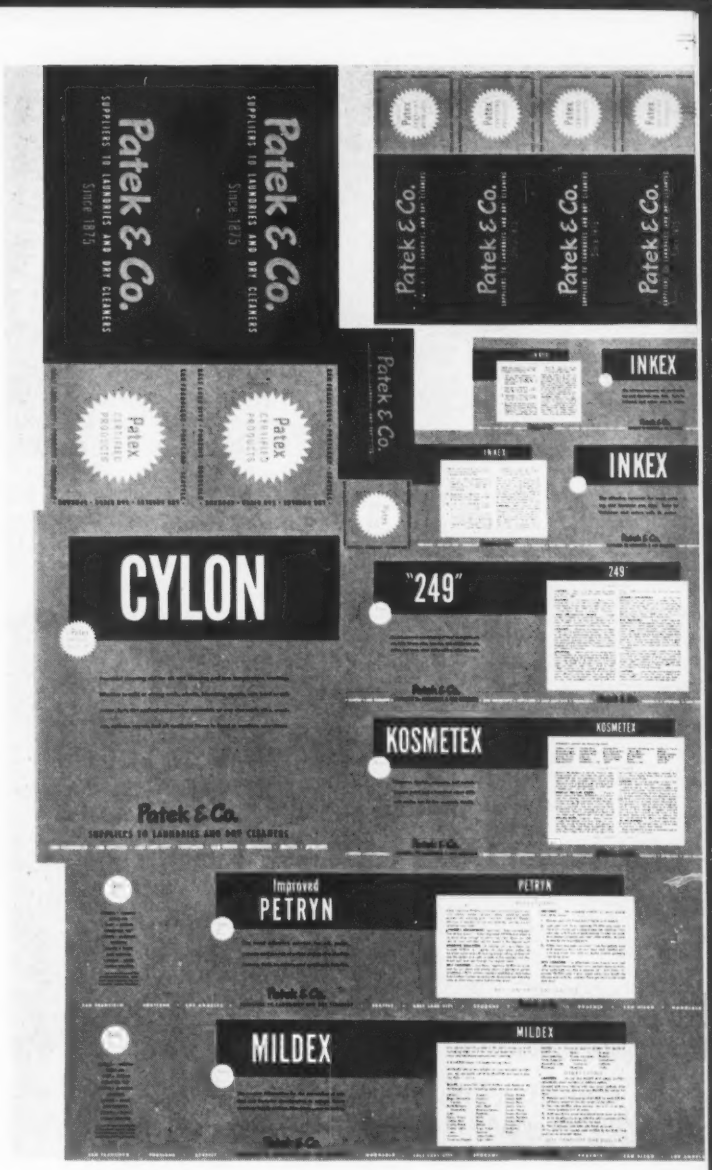
During the last century, when Patek & Co. adopted black and orange as its company colors, the temptation to produce colorful labels without a great deal of consideration for good functional design was strong. By 1940 the company had succeeded in subduing this blatant use of color by introducing more and more white in the label designs. The amount of white has been decreased in the new labels, but where and how it is used gives it greater impact.

Since many different products are packed in virtually identical containers for use in the laundry business, where mistakes or mis-use might be extremely costly, a positive product identification was deemed of primary importance. To give poster strength to the product name, therefore, it is printed in reverse white letters in a black bar. The item name appears in this fashion on the front and back of each container and on the side panel of square containers as well, providing immediate identification from almost any angle.

Since Patek & Co.'s product names and trademarks are not always descriptive, the use and benefits of the product are briefly stated in four or five lines of boldface type on the front panel of each label, forming an essential part of the design.

The company signature, although small in relation to the product name, achieves prominence against the uncluttered expanse of the orange background. The distinctive simplicity of the orange, black and white color scheme forms a strong identification of the line.

The trade name, Patex, preceded the product name on all of the prewar labeling and became so well known, according to the company, that customers frequently asked salesmen for a gallon of "Patex." Consequently, it was decided that the pominence of the trade name should be reduced and as a result it is incorporated into the white seal which appears on every Patek package in the phrase, "A Patex Certified Product." This procedure retains the identity value and customer acceptance which the name had earned in previous years. The company's branches and distribution



PRINTING ECONOMIES are effected by careful planning to "gang" the labels. Illustrated here is a typical layout for a 22-by-34-in. press sheet.

SPECIAL SET PACKAGING of this dye kit in a compartmented, hinged, wood box pays off in convenience for dry cleaners and prestige for Patek.

BACK PANELS of new labels provide concise, well-spaced copy. Copy space must be flexible, since directions, cautions, etc., may vary widely.

PHOTOS COURTESY PATEK & CO

JOBBED ITEMS, produced by other manufacturers, acquire the Patek name through the addition of these versatile strip labels. Labels for many products provide space for write-in identity.

warehouses are listed in the band at the label base.

The direction panel on back labels is designed so that it can be expanded or contracted for varying amounts of copy. Directions, cautions, antidotes and net contents are all provided for in this space according to a firmly established typographic plan. The left side panel of larger containers lists other related products in the line. Not only is this a good merchandising practice, but it acts as a design stabilizer, tending to keep the other elements from "floating" on the label.

Amber glass was selected as a standard for bottled items, since it creates a harmonious contrast with the color scheme of the labels. The plastic caps used on the bottles and jars are black for the same reason.

There were other advantages derived from the redesign program. In addition to the prestige, merchandising and functional considerations in packaging, the signature design has been adapted for use on the company's stationery, advertising, signs and trucks.

The fact that the products were packaged in so many types of containers presented a considerable inventory problem. A study of slow-moving items enabled the company to eliminate small containers, creating advantages in increased purchases of inventory control and, in some cases, improving the unit of sale.

Simplifying and making label production more economical was a consideration in establishing the new label design. Since Patek & Co. label requirements are limited by the company's Western distribution, quantities of labels ordered generally range from 1,000 to 5,000 of a type. It was originally believed, according to the company, that a stock print design that could be run in quantities of 100,000 or more and imprinted as required for each individual product would be preferable production-wise. A design of this type was developed, but the emphasis was, of necessity, put on the Patex trade name and, as explained above, the company did not want to do this. In spite of sacrificing this production benefit, substantial savings are achieved by "ganging" labels to fill a standard press sheet.

Wherever possible the lap edges of the labels are arranged to fall on the gripper or outside edges of the sheets in order to eliminate the cost of preparing a special varnish plate. The trim areas of the sheets are utilized for the preparation of the company's strip labels which are used on all cartons and otherwise unmarked containers shipped from its warehouses. Branded products distributed by Patek are identified with the company through the use of these strips—more than 100,000 being used in a year, it is said.

The labels are lithographed rather than printed by letterpress, in order to keep the large areas of solid color uniform and because premium prices were quoted for the large plates needed for some of the bigger labels that measured as much as 9 by $21\frac{1}{2}$ inches. Negatives are held in the lithographer's files and, since re-runs are rarely made up of the same group of labels which had been combined in the previous run, new "flats" are planned on the basis of immediate requirements and full utilization of the press capacity. Although most of the company's label requirements are confined to wrap-around labels, the company plans to use lithographed metal containers wherever the quantity required makes them feasible. The film positives can be used by the can manufacturer in producing the deep-etched litho plates—another saving.

"Probably the most important benefit of the entire redesign program is the simplification, the standardization and the understanding of packaging procedure which it has given the management," says Philip Danziger, Patek advertising manager, who directed the project. "The new packages have been a great source of pride to everyone in the organization, especially to the salesmen, who have been given a new 'lift' and, after all, they are the ones upon whom we rely to sell our products to the trade."

CREDITS: *Design, Shawl, Nyland & Seavey, San Francisco. Labels, Alex Dulfer Lithograph Co., San Francisco. Metal containers, Continental Can Co., Inc., New York. Glass containers, Owens-Illinois Glass Co., Toledo, Ohio. Closures, I. F. Schnier Co., Inc., San Francisco. Corrugated containers, Gaylord Container Corp., St. Louis, Mo.*

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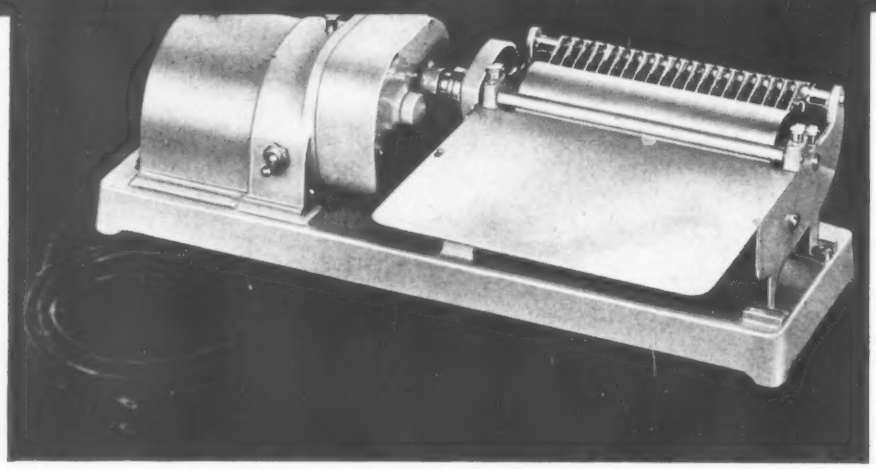


Electric label gummer

A new electric hand label gummer now being manufactured by King Sales & Engineering Co., San Francisco, is designed to incorporate an exclusive feature that will cut clean-up time by as much as 90%, according to the company.

A key-in-groove drive shaft connection permits lifting out of the glue pot and roller section of the small, compact machine to allow easy cleaning by simply rinsing in water. No tools are required for the operation.

Other practical features of the machine include its light weight and its portability, which enable the stop-and-go type of operation to function smoothly, in that it can be moved along with the goods to be labeled throughout the manufacturing procedure. The unit can be plugged into any electric-light socket.

The gummer incorporates a single on-off switch and the only adjustment necessary in operation is to govern the amount of glue to be applied. This adjustment can be made while the machine is in operation and is said to take only a few seconds. All parts of the equipment are precision made.

The roller speed of the King gummer is 90 ft. per minute, which allows two operators to apply adhesive as fast as they can work. Thirty to 70 labels per minute can be applied, depending on the skill of the operator and the size of the label.

Models are available to take labels and sheets up to 16 in. in width, for all-over or marginal gumming, or both. It is claimed that the equipment applies adhesive evenly, without lumps, excess or spots on any form of paper or thin, flexible material in any size, shape or length. The machine will handle odd sizes of labels and can be used for a wide variety of adhesives, the manufacturer states.

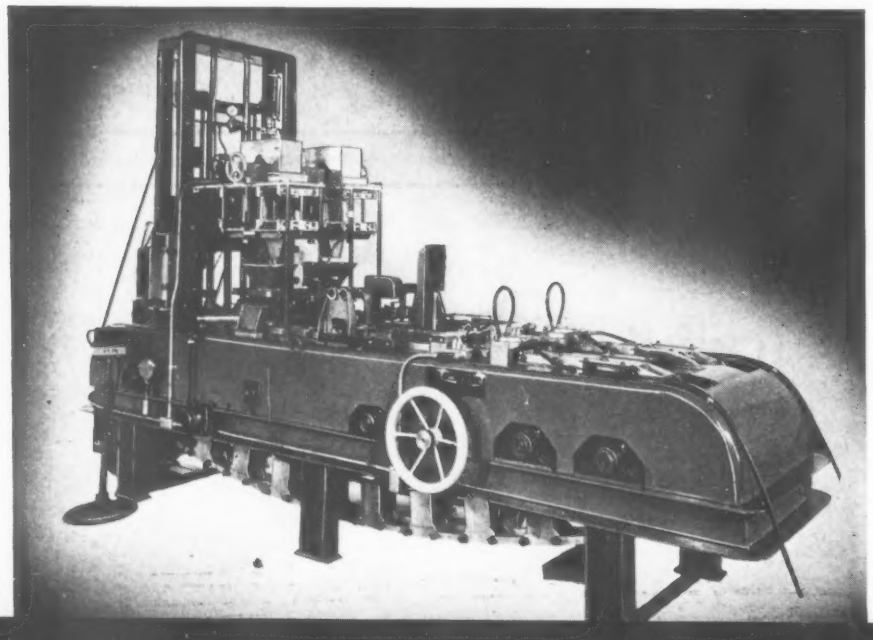
WESTERN MACHINERY

Automatic bag filler

Availability of a fully automatic filling machine designed for the packaging of any free-flowing product in heat- or glue-sealing paper or cellophane bags has been announced by Packaging Engineering Co., Los Angeles.

The product to be packed governs the filling device and the versatility of the machine even allows for a vacuum device to eliminate dust in finely powdered materials.

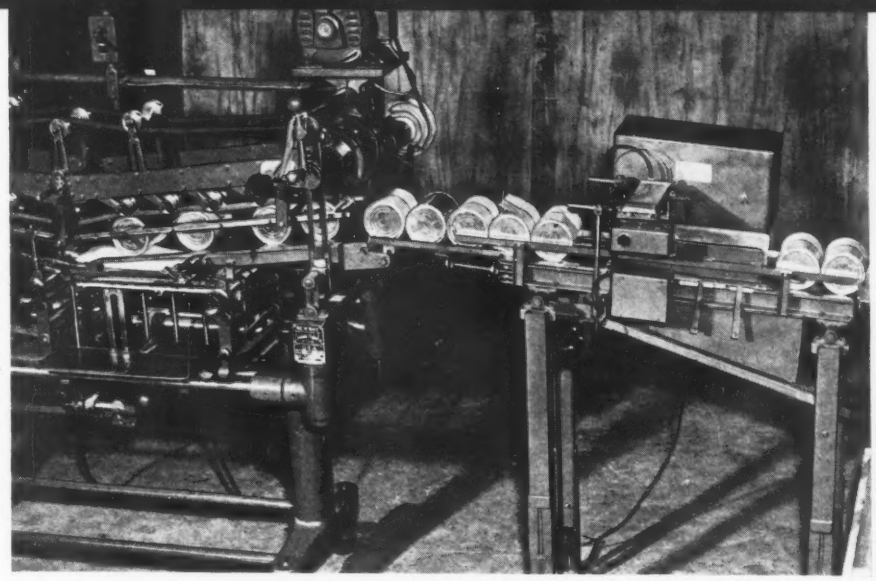
Special features of this Raypack Model 50 include automatic bag feeding and "no bag-no fill" electric-eye control. Reciprocating volumetric fillers, each independent of the other, assure uniform weight for free-flowing products. One operator keeps the bag magazines filled, while the machine automatically picks up single bags, opens and squares the bottom and deposits them in a middle pocket which is an integral part of the conveyor chain for filling. Before closing the package, a positive vibration is imparted to each filled package. At this point fingers are inserted into the open end of the bag to form a neat gusset. A narrow line seal is made just above the product level before the fold-over. Serrated jaws of the heat sealer are thermostatically controlled to maintain proper selling temperature.



Following the sealing operation, the bag is transferred to cooled pressure jaws which set the seal.

The machine fills 60 bags per minute and is designed primarily for prefabricated heat-sealing cellophane bags with easy-opening lip cut-out.

Can ejector



A system of simplified electronics forms the basis of the new Robot can ejector, now being manufactured by the Illumitronic Engineering Co. of Palo Alto, Calif.

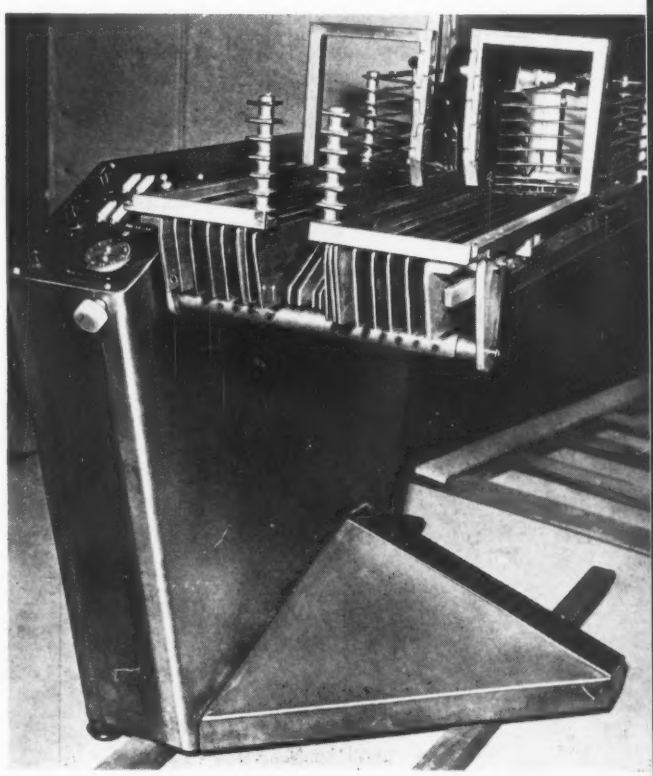
The equipment can be connected to any type of labeler, the manufacturer claims. It is made to scan 30% of the can circumference, even though the cans are traveling through the machine bead to bead.

A photo-electric eye scans the cans as they pass, detecting anything that sticks up from the can, such as flapping labels, dog ears, etc. A beam and feeler assembly which is located on top of the machine contacts the label to see that it is on the can straight and in the proper place. Properly labeled cans continue through on the line. Should a can be improperly labeled, however, that can only is immediately ejected through a chute on the under side of the machine. A specially shaped gate is closed against the can as it drops through, making it impossible for perfectly labeled cans to follow, even though they are traveling bead to bead.

No accurate spacing of the cans is required and the machine will handle cans at any operating speed. The machine is adjustable for any can size from 8 oz. up to and including 46 oz. An extra set of plug-in units is supplied with each machine. In cases of tube failure, the whole unit and plug is pulled out and replaced by the spare. Tubes used are similar to radio tubes, easily available from radio supply houses. The machine is equipped with a motor-driven blower and solenoids open the track gates below the point of inspection.

The over-all measurements of this new automatic can ejector are: length, $32\frac{1}{2}$ in.; width, 25 in.; height, adjustable from 42 to 50 in.

Heat-sealing wrapping machine



Folding blades are the principle of the new Speed-Wrap, semi-automatic heat-sealing machine which brings revolutionary changes of design and function to wrapping equipment, according to Speed Wrap, Inc., Denver, Col., manufacturers of this new packaging machine. This new design is said to make it possible to overwrap numerous odd-sized packages with a wide range of heights. Without changing or touching the folding blades in any way, a single candy bar, then a 5-lb. box of chocolates, a frankfurter package, a ream of paper, a 17-in. long floral box and a 15-lb. meat loaf may be run one after the other, it is claimed. When heat-sealing wrapping material is laid on a package, the machine will tuck the sides in, fold one side up, the other side down, with an envelope-type fold on both sides, make an airtight heat seal on both sides and bottom and convey the package through a cooling device at speeds up to 50 per minute. Packages may vary from $\frac{3}{16}$ to 5 in. high, 3 to 17 in. long and 2 to 12 in. wide. The machine is said to be capable of handling successfully such types of heat-sealing materials as cellophane, kraft paper, wax papers and parchments, foil and other types of overwraps. Included in the same machine at no extra cost is an underfold arrangement whereby with a flick of the finger the folder blades are said to make a tight underfold on packages requiring this type of overwrap. The machine may be disconnected for storage when not in use. Heat-sealing elements are positive thermostat-reostat controlled.

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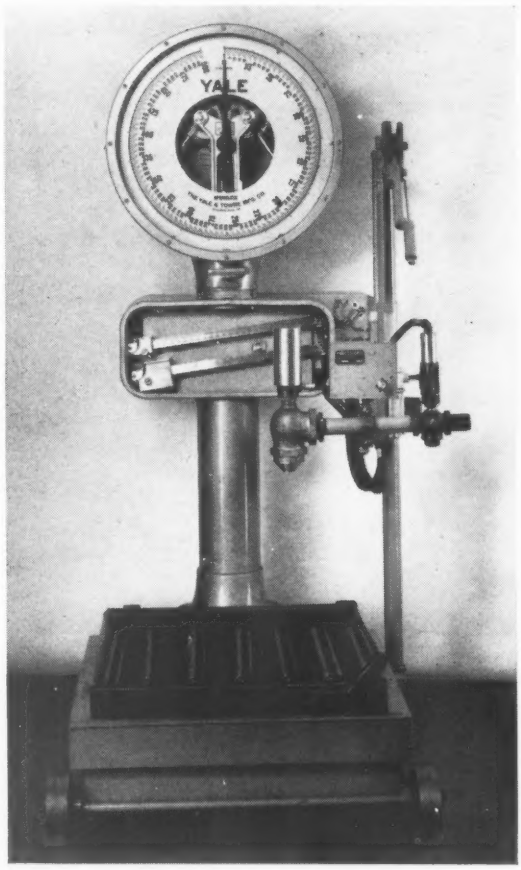


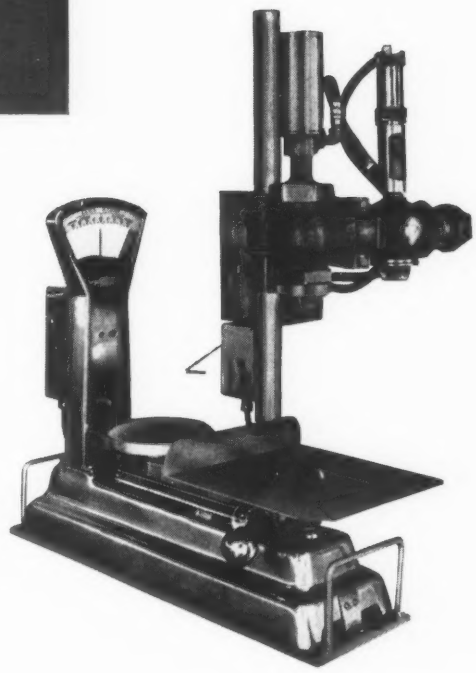
These Mantes machines fill one gallon in 8 seconds—five gallons in 20 seconds—55 gallons in 45 seconds.* The Mantes can filler gives an accuracy of one-quarter ounce; the drum and barrel filler is accurate within four ounces! These features give a double saving—one in man-hours, one in product saved! 100% air operation insures safety under the most hazardous conditions.

A switch starts the liquid flow. Just before pre-set net weight is reached, the two-stage non-drip valve cuts the stream to a dribble, then automatically stops it clean at the right moment. These automatic, accurate, fillers permit one operator to handle two production lines, yet increase the production from each.

* Handles any hot, cold, light or heavy liquids. Examples are non-foaming types.

MANTES DRUM AND BARREL FILLER

This machine makes allowance for the varying tare weight of containers at the flip of a single lever. The operator rolls the container into position, flips the "Air-Tare" lever to allow for the weight of the container, starts the 1½" stream, and forgets it until time to roll the container off. The scale gives accurate weight indications at all times, as there is no mechanical connection between it and other parts.



MANTES CAN FILLER

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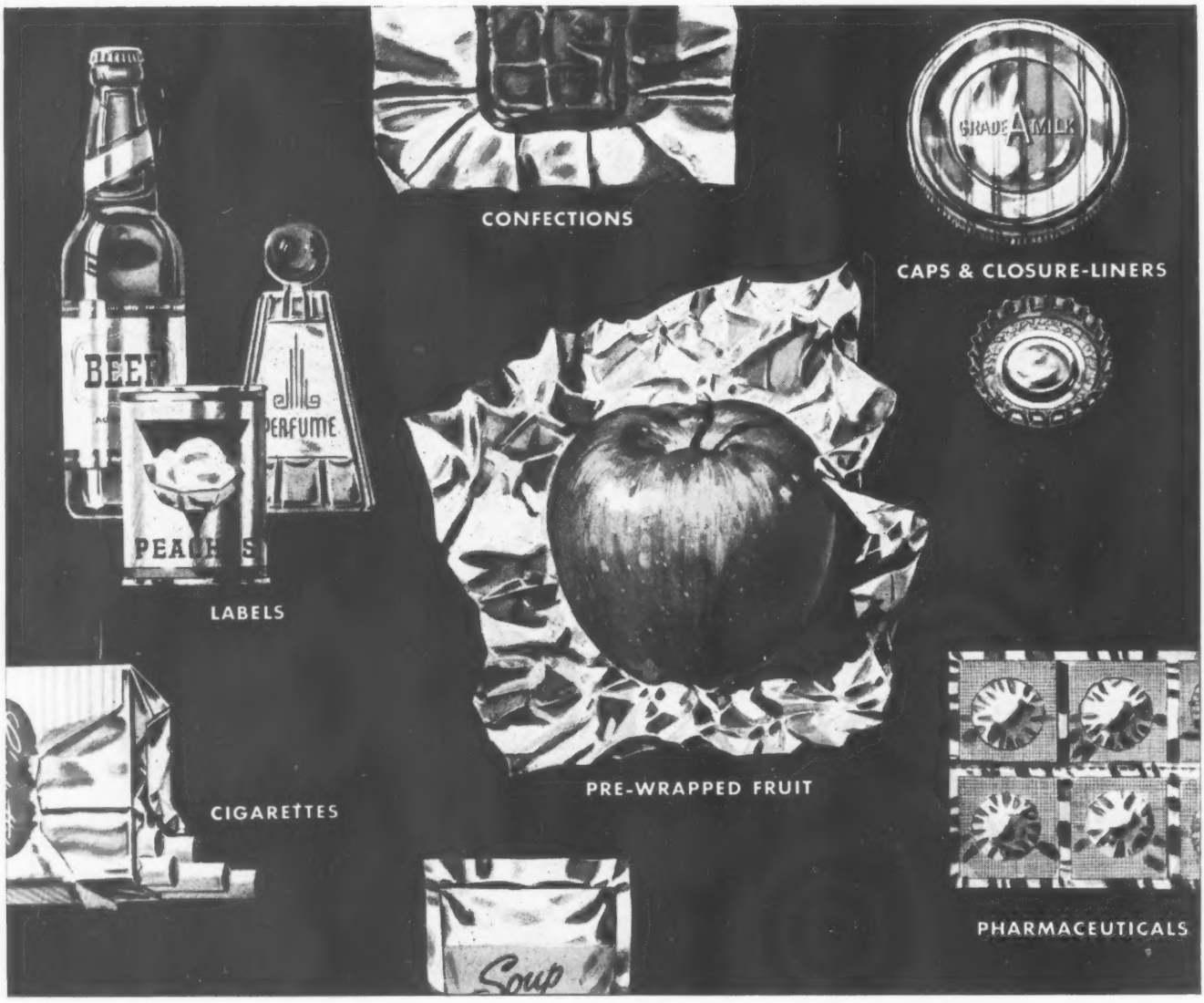

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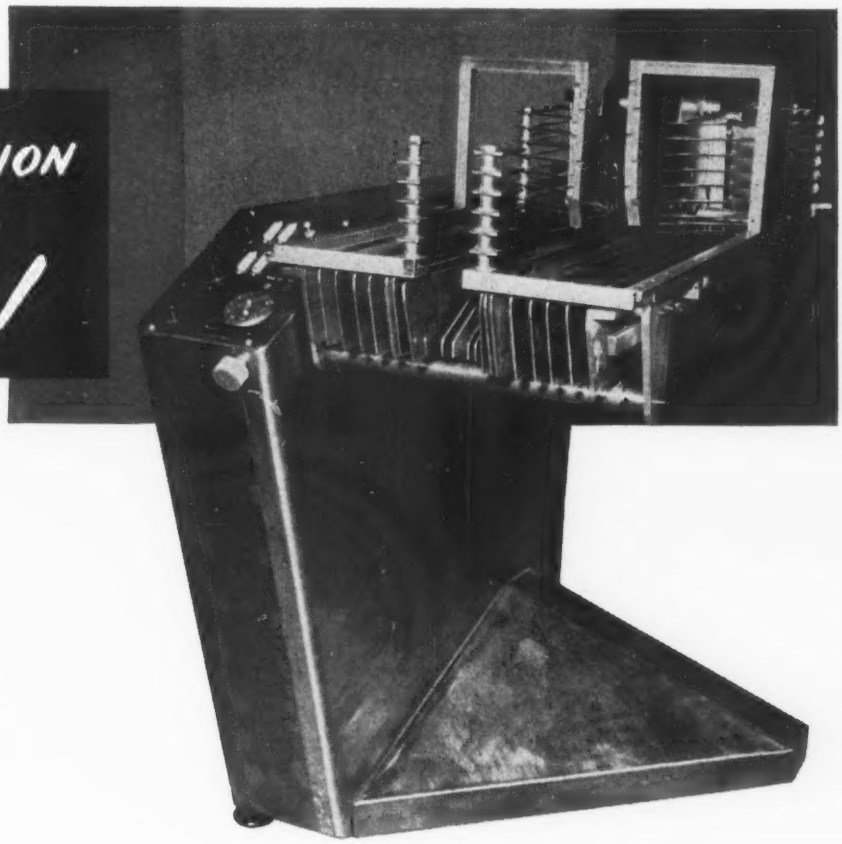

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perfect airtight seal...

More PROFIT through better packaging with the 1949 Speed-Wrap. This amazing new semi-automatic machine is positively the most revolutionary, streamlined and urgently needed improvement in the packaging world today.

The Speed-Wrap packager is a semi-automatic heat sealing packaging machine...tucks in the sides...folds up one side, the other down...envelope type fold on both sides... heat seals air tight both sides and bottom.

Packages may vary from 3/16" to 5" high, 3" to 17" long and 2" to 12" wide. Machine is 48" long, 30" wide and 36" high. Weighs less than 225 lbs.

The 1949 Speed-Wrap permits the overwrapping of numerous odd size packages, with a wide range of heights, one after the other, without changing or touching the folding blades. Changes from endseal to underseal with a flick of a lever. Heat sealing elements are positive thermostat-rheostat controlled, insuring positive seal under extreme conditions of handling and heat or cold.

"Built of stainless steel and chrome, meets food requirements. May be hosed down with live steam, or cleaned by hand, quickly and easily."

For complete details on how to insure decreased packaging costs write or wire Speed-Wrap, 301 First National Bank Bldg., Denver 2, Colorado.

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users report:

DENT-O-PAKS MAKE PRE-PAKS SALES BIGGER THAN EVER BEFORE

seven important reasons why

There are definite reasons why Pliofilm Dent-O-Paks are gaining even wider use by alert pre-pak merchandisers . . . Here they are—

1. **TRANSPARENCY**—the natural color and perfect condition of merchandise in Dent-O-Paks' are clearly visible to entice customers.
2. **PRODUCT CONDITIONING**—Dent-O-Pak's Pliofilm body controls ripening, keeps products fresh and salable longer.
3. **BRAND IDENTIFICATION**—a glued-on header (pat. pending) carries your brand name to build up invaluable consumer brand consciousness.
4. **STRENGTH**—there are fewer complaints because Dent-O-Paks are strong; they resist tearing and breakage.

Complete range of sizes.

5. **EASY FILLING**—there's no fumbling during filling—the stiff header opens wide to receive your merchandise *fast*.
6. **RE-USE**—a Dent-O-Pak *plus* value is re-use as a refrigerator bag when the original contents are gone.
7. **PICK-ME-UP HANDLE**—on larger Dent-O-Paks the header has die-cut finger holes for easy carrying. Induces impulse sales.

Sample Dent-O-Paks are yours for the asking. Write for them now.

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- Up to 100 positive seals per minute.

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MARKEM now offers machines in 3 sizes for printing these labels for all purposes, up to 3" by 12", in your own plant, as you need them, in large or small quantities. Advantages of Markem machines are clear imprint, rapid-drying, permanent inks, quick changes of variables, quick change of inks and tapes, and high speed operation.
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☐ We are sending you present label and present method of using.
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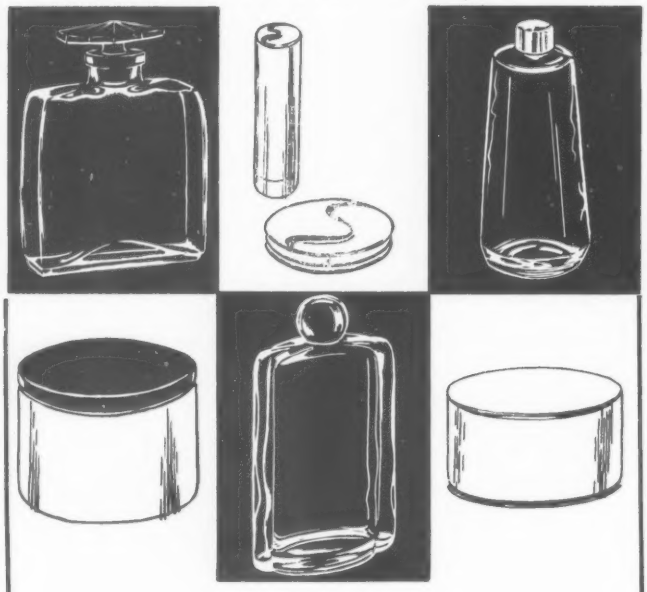
ON THE WEST COAST

Container Service Co. for PACKAGE SUPPLIES



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Container Service Co. "on the spot" warehousing of an extensive range of packaging requisites—stock bottles, metal and plastic closures, lipstick containers and powder boxes—assures you of quick delivery. The fact that Container Service Co. can supply many of your needs on short order means you avoid large, costly inventories.

Container Service Co. as manufacturers' representatives are able to give you special designs for custom packaging. We are prepared to assist you in designing your containers and submitting drawings and models.

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Nickel plated for lasting beauty, Cavu spring hinges *hold* the lid positively closed or open at 90°. Free action hinges also available.

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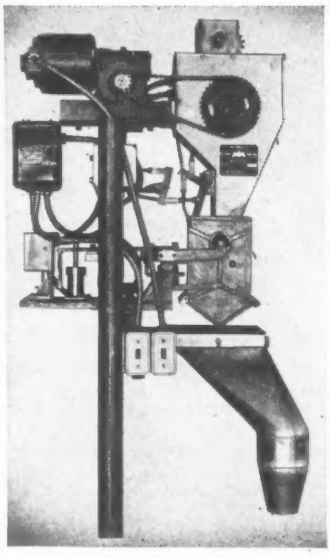
EAGLE NET WEIGHER— MODEL A-15



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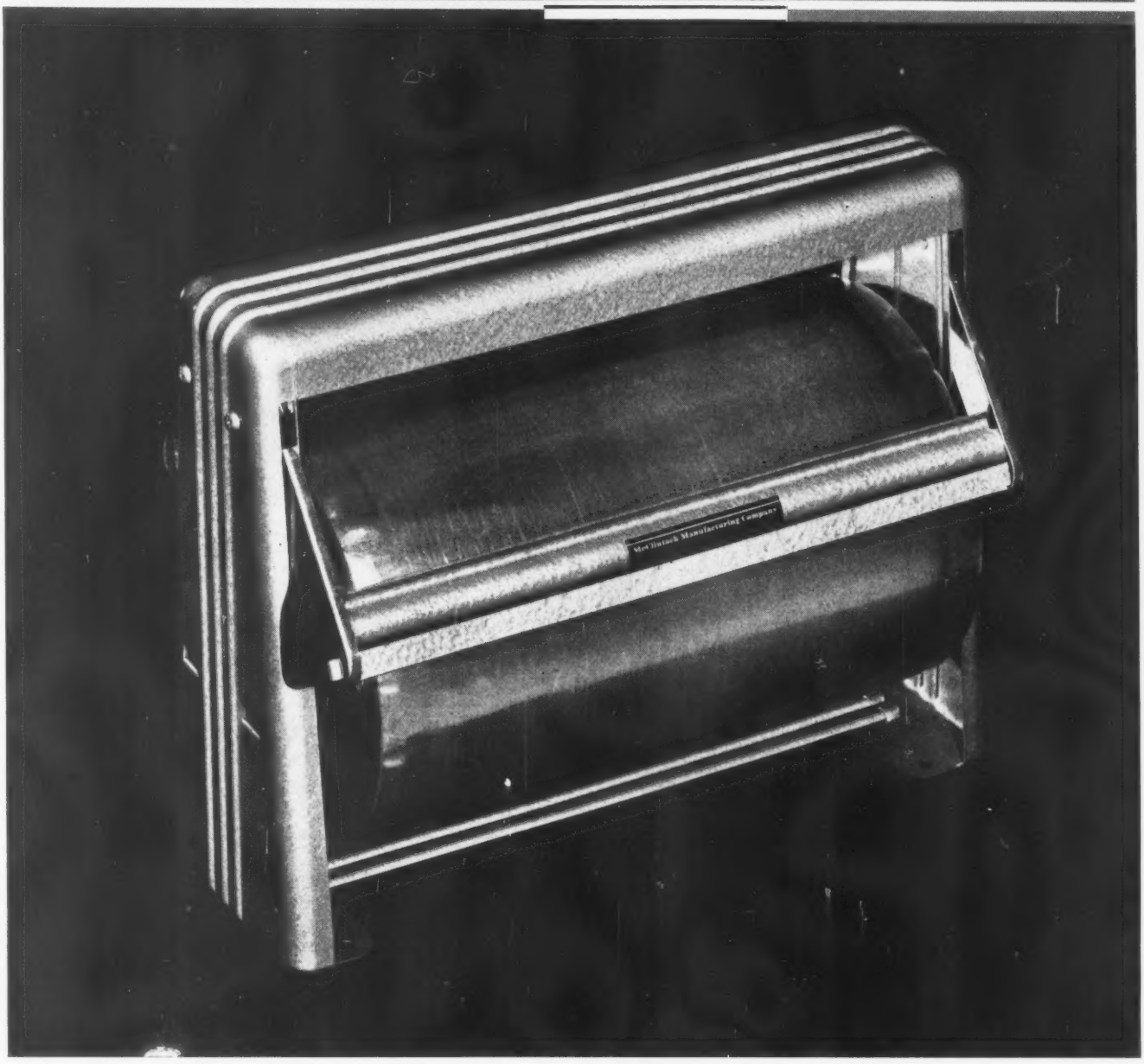

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In the Eleven Western States, the smart packagers who are following the nationwide swing to fibre cans (with paper or metal ends), paper spiral wound cores and tubes callo n The Gates Paper Company, Ltd., to fill their needs.

Here are some reasons why they choose Gates:

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QUALITY—is our first consideration in production of your package to insure satisfaction to your customers.

SIZE—Gates can produce tubes in diameters as small as 1/4" or as large as 8". Lengths to suit any product are possible.

DECORATION—The entire surface of every Gates tube can be colorfully labeled with your sales message. Or, if you prefer, Gates tubes are delivered plain, or covered with special wraps.

Gates tubular packages, in various styles and sizes are successfully being used to package a host of items—

COSMETICS TOYS TOOLS PHARMACEUTICALS
DRY POWDERS FOOD DELICACIES DATES
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Samples of these tubes are yours for the asking. Write for them today.

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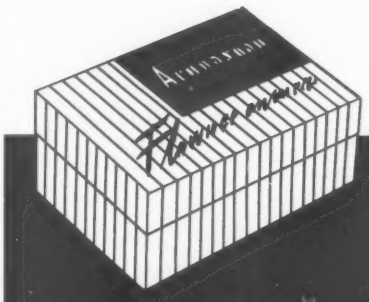

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Firms in every line praise Acme's complete packaging service. They know they can depend on our knowledge of the competitive merchandising conditions of the Western market, our designing know-how. Specialists in color printing. Complete designing service. Strategically located in the growing San Francisco Bay Area.

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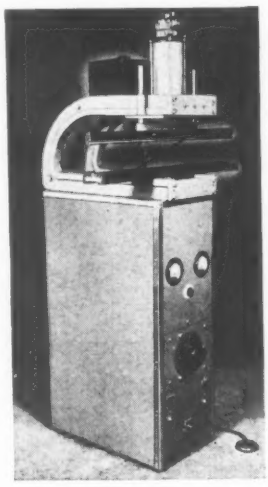
Specially designed Electronic Processes plastic weld-sealing equipment, custom-built to fill the needs of your specific packaging or production operations. Not only do Electronic Processes sealers weld-seal faster, but their tailored design means they keep your costs lower, too.



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Explain your heat sealing problems to Electronic Processes in a letter today. Let us show you how we can reduce your labor and material costs.

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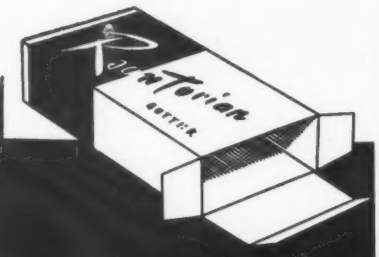

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Specialists in color printing with full facilities for design. Know-how that means added sales for you. If you're doing business in the West, perhaps we can help you through our intimate knowledge of modern design in packaging, our familiarity with all phases of merchandising in the West. Strategically located for coordinated distribution in all the West.

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MAKERS OF FOLDING BOXES
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IDENTIFY YOUR MERCHANDISE
WITH
PRINTED "SCOTCH" TAPE
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An efficient, quickly applied label that will stick to any surface—saves package wrapping time. A wide choice of tape and ink colors are available, printed with a type face of your own selection or with a reproduction of your own design.

Contact your local wholesale supplier or write to us for samples and further information.

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See "OLIVER"
for the latest in automatic wrapping and labelling

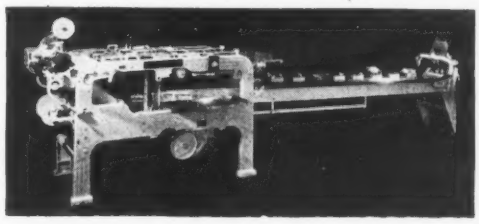
The "Oliver" *successfully* wraps a wide variety of products—baked goods, fresh produce and meats, boxed candies, boxed cut flowers, paper napkins, shirts, towels, etc.—in any heat-sealing material. Perhaps it can add eye-appeal to your products, and reduce your packaging costs.

Fully Adjustable in 2 or 3 Minutes

You can change the "Oliver" for package size in a minute or two. Adjust wrapper length while machine is running. Switch from end-fold to underfold instantly. Adjust automatic cardboard folder-feeder in a jiffy. Continuous production saves you dollars daily.

New Roll-Type Labelling System

A label from a continuous roll (printed by Oliver) is heat-sealed to the wrapper. If desired, a "blank" label can be automatically imprinted with essential information as labels are used. Imprint items changeable in seconds. This "Oliver" labelling system speeds production and soon pays for itself. *Get all the facts!*



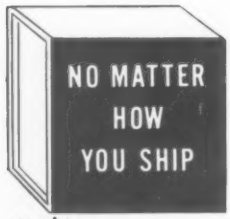
Don't miss it!
"Oliver" SPACE 712-713

See the "Oliver" *in action* at the Western Packaging Exposition, San Francisco, August 10-12. Mr. R. C. Russell, sales manager, will be glad to meet you and discuss your packaging problems at Space 712-713.

'49 2nd Western Packaging Exposition
San Francisco CIVIC AUDITORIUM
AUGUST 10, 11, 12

OLIVER MACHINERY COMPANY
Packaging Division Grand Rapids 2, Mich.

"Oliver" Wrapping Machine
WITH "OLIVER" AUTOMATIC ROLL-TYPE LABELLING SYSTEM



damaging moisture is everywhere!

Packaging your products with DESICCITE #25* provides an economical and practical method of protecting your merchandise during transportation and storage. By placing a small package of DESICCITE #25, the highly efficient, low-cost drying agent, inside an adequately moisture-proof package or shipping container, you protect the contents against damaging moisture . . . Metal products reach the ultimate user free from damaging rust and corrosion — bright with "factory-fresh" sales appeal . . . Foods retain their freshness, crispness and taste. Whatever you package — from foods to metal products — can be economically moisture-protected with DESICCITE #25.

DESICCITE #25 is available in many package sizes to meet a wide range of applications. Outline your problem today and send it to your nearest DESICCITE #25 distributor for profitable protective packaging recommendations.

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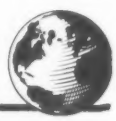

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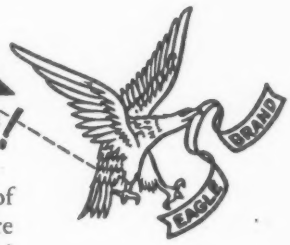

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Eagle Brand
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This rayon ribbonzene has over twenty-five years of successful use in the trade. Now available in 22 brilliant colors, and two all purpose widths, 3/16 in., and 3/8 in.

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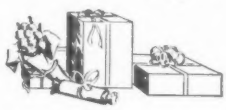

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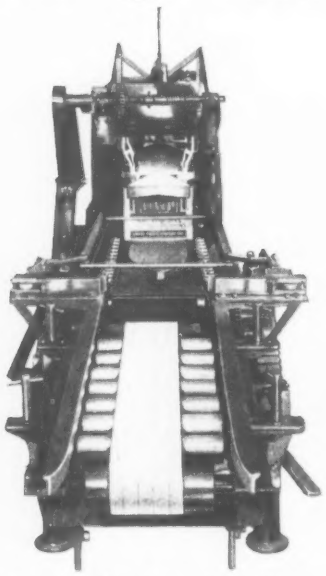

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Available in automatic, semi-automatic and hand operated models. Lengths to specifications.
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EVERYTHING FOR PRESERVATION and PACKAGING

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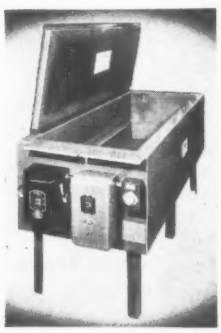

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DEODORANT

by *Revlon*

FOLDING CARTONS

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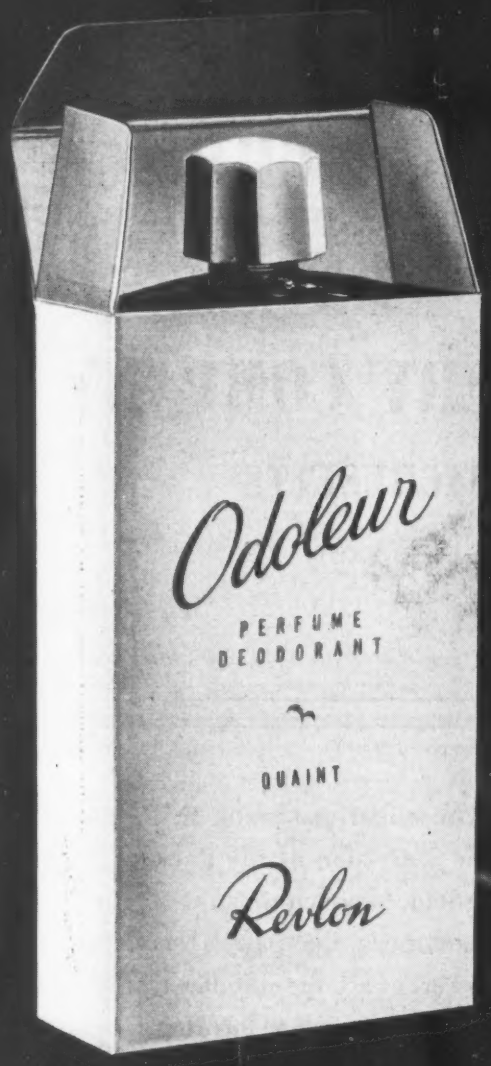

F. N. Burt Company Inc. · The World's Largest Manufacturer of Small Set-up Boxes · 500-540 Seneca Street, Buffalo 4, New York

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☆ *Announcement* ☆

FRANK D. PALMER, Inc., CHICAGO

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PACKAGE MACHINERY COMPANY

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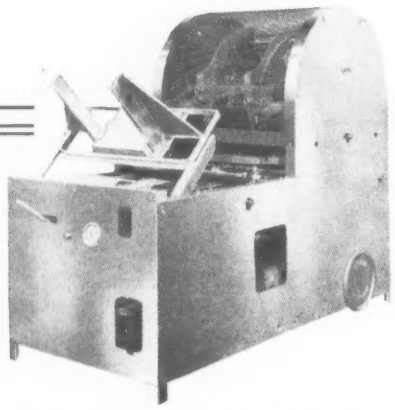
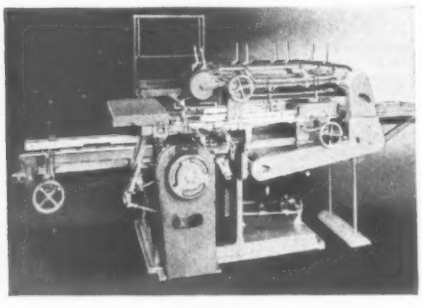


Palmer *Continuous Motion* Carton Former. Delivers perfectly formed and sealed cartons at speeds as high as 135 per minute.



Model FA
High-Speed Adjustable Wrapping Machine. The most widely-used wrapping machine in the packaged goods field.

Through a recent consolidation, Frank D. Palmer, Inc. of Chicago has become a division of the Package Machinery Company of Springfield, Massachusetts.

The Package Machinery Company's extensive line of wrapping machines serves a large number of the users and potential users of Palmer carton forming machines. By uniting our organizations we are, therefore, in a better position than ever to render a broad service to the packaged goods industry.

The sales staffs of both organizations will continue unchanged, each specializing in its particular field.

If you are seeking greater economies and a better selling package through improved cartoning and wrapping methods, get in touch with our nearest office.

PACKAGE MACHINERY COMPANY, Springfield 7, Massachusetts

NEW YORK CHICAGO BOSTON CLEVELAND ATLANTA DALLAS
DENVER LOS ANGELES SAN FRANCISCO SEATTLE TORONTO MEXICO, D.F.

PACKAGE MACHINERY COMPANY

Over a Quarter Billion Packages per day are wrapped on our Machines

PSYCHROMETRIC BEHAVIOR in closed packages

RELATIVE HUMIDITIES CAN VARY WIDELY WITH TEMPERATURE CHANGES. RESEARCH ON LARGE CONTAINERS YIELDS DATA EQUALLY APPLICABLE TO SMALL PACKAGES.

By Max F. Mueller*

A certain amount of doubt currently exists in the packaging field as to the exact conditions of relative humidity occurring inside a package or container exposed to varying temperatures. A psychrometric chart is of little value in determining present or future behavior in the enclosed space because the water content of the materials is of far greater importance than that of the air. The air is merely a transfer agent rather than being the prime factor.

In order to determine the basic relationships involved and to derive practical evaluations therefrom, a project was initiated by engineers of the Davison Chemical Corp., under contract from the Ordnance Department of the Army, to investigate the variation of humidity in closed containers subjected to normal outdoor weather conditions and to study the mechanism of the phenomena involved. Several welded aluminum containers, loaded with various materials, and pre-set to equilibrium with a predetermined relative humidity at a given temperature were used for the experiments. These containers were equipped with accurate dew-point and dry bulb temperature recorders, from which the relative humidity could be calculated at any desired time. These instruments were constantly checked for accuracy and sensitivity during the duration of the tests. The containers, having a volume of approximately 400 cu. ft. each, were tested for leaks, both before and after the experiments.

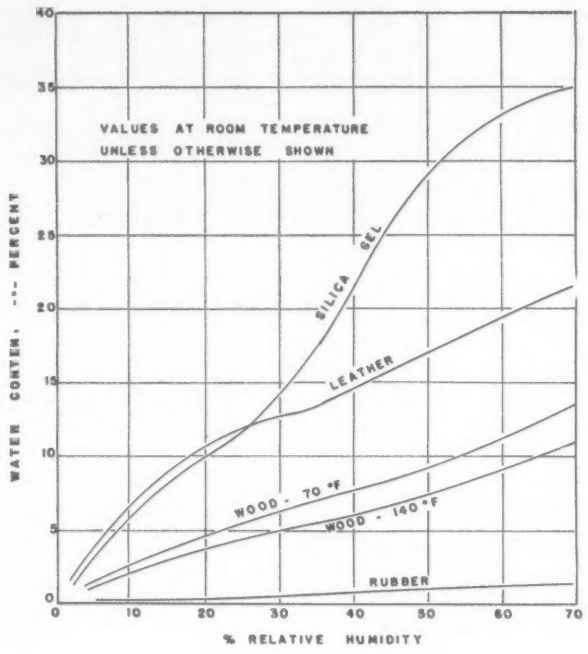
Psychrometric fundamentals

For a proper understanding of the fundamental principles involved, it may be well to review a few basic psychrometric conceptions. Pure air is a mixture of many gases, the principal constituents being nitrogen (normally 78.03% by volume), oxygen (20.99%) and argon (0.94%). Carbon dioxide and water vapor are usually present in varying amounts. The balance is made up of traces of hydrogen, neon, helium, krypton and xenon. In spite of the large number of gases which make up what we know as air, the proportions of all constituents, except water and carbon dioxide, are practically constant. Dry air can, therefore, for all practical psychrometric purposes, be treated as a single gas. The water vapor present in the air is in the form of superheated steam so long as the air is clear. (In a fog, liquid is suspended throughout the air in the form of very fine drops.)

Humidity is a general expression used to refer to the moisture content of the air. Specific humidity is the actual weight of moisture mixed with one pound of dry air, while relative humidity is defined as the ratio of the actual weight of water vapor present in a given volume to the weight of water vapor that might be present in the same volume if it were saturated at the same temperature. An alternate definition is that relative humidity is the ratio of the partial pressure actually existing to the saturation vapor pressure at the same temperature.

At any one temperature, a pound of air can contain, as a limit, a definite quantity of water vapor. When it contains this maximum quantity, the relative humidity is 100% and the space is said to be saturated. When the space contains less than the saturation quantity of water vapor, the relative humidity may be obtained by dividing the weight of vapor actually present by the saturated water-vapor weight at that temperature. For example, at 70 deg. F. and a barometric pressure of

* The Davison Chemical Corp., Baltimore, Md.



1. RELATIONSHIPS between the water contents of some common materials and the R.H. of atmosphere with which they are in equilibrium.

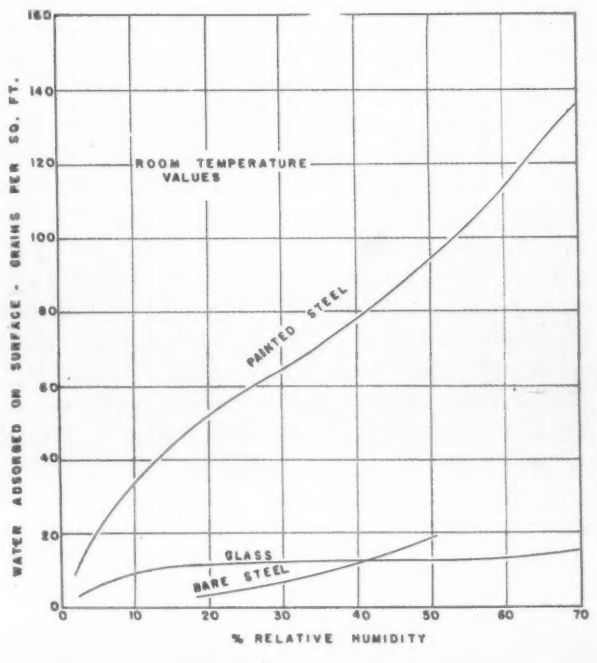
29.92 in. Hg, saturated air contains 110 grains of moisture per pound of dry air. If one-half of this water were removed, leaving 55 grains, the relative humidity would be 50%. Yet 50% relative humidity does not always mean that there would be 55 grains of water vapor per pound of dry air, since the saturated water-vapor content varies with the temperature. At 45 deg. F., the saturated water-vapor content is but 44 grains per pound of dry air and at 50% humidity (at this temperature) only 22 grains of water per pound of air would be present.

If a sample of air containing some water vapor is cooled, the relative humidity rises until, at some temperature, it reaches 100%, or saturation. Further cooling will cause some of the water vapor to condense as dew. An example would be if air at 70 deg. F. and 50% R.H. (containing 55 grains of moisture) were cooled to 45 deg. F., 11 grains of moisture per pound of dry air would condense as dew, since the saturated moisture content at 45 deg. F. is but 22 grains per pound of dry air. Temperature level in the above problem at which 100% humidity was obtained was approximately 51 deg. F., which is the dewpoint temperature and is defined as the temperature at which moisture begins to condense when a mixture of air and water vapor is cooled. The above problem may be worked out on a standard psychrometric chart.

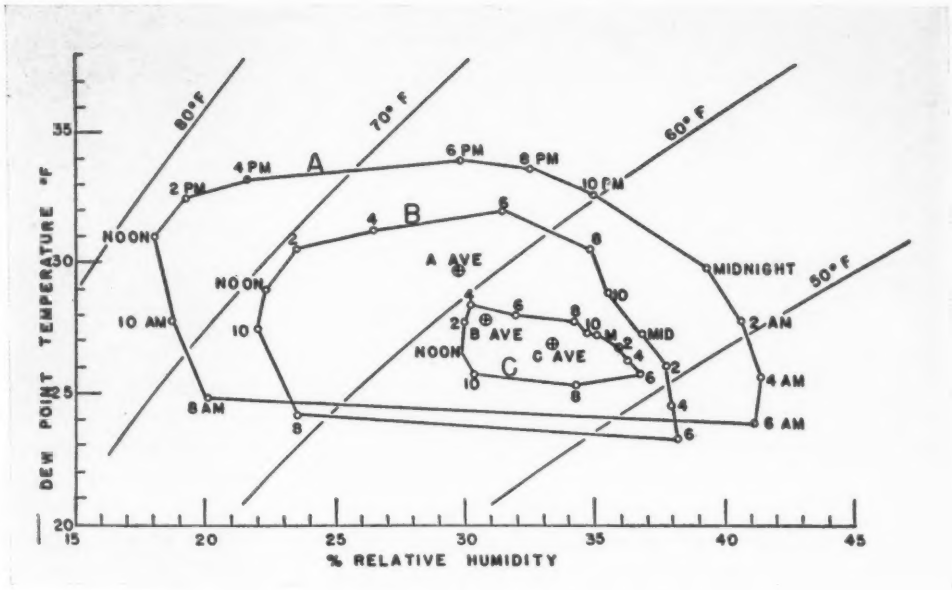
All materials adsorb or give up water, depending on the temperature and relative humidity of the atmosphere in which they are placed. Everyone is familiar with the ability of wood to change in water content, since these changes cause shrinking or swelling of lumber, a phenomenon which is observed frequently. From this analogy to wood it is easy to understand that all fibrous materials such as cloth, leather and paper would undergo similar moisture changes.

Fig. 1 shows the moisture contents of some common materials, taken from various published information, when in equilibrium with different percentages of humidity in the surrounding atmosphere. Note that wood at 70 deg. F. has a moisture content equal to approximately 9.5% of its dry weight when in equilibrium with a 50% atmosphere and will lose 5% of its dry weight if left for sufficient time in an atmosphere of 20% relative humidity. The equilibrium water contents also vary at any one relative humidity with changes in temperatures, as may be seen by comparing the 70 deg. F. values at any fixed per cent relative humidity with the 140 deg. F. curve (from Wood Handbook, U. S. Department of Agriculture, 1940). The materials hold more water at the cooler temperature at a constant per cent relative humidity. This is a general rule which applies to all materials. In fact, the rejection of adsorbed moisture brought about by increasing the temperature of a surface is utilized in the reactivation of desiccants. The quantity of heat supplied is as important as the temperature, being somewhat in excess of the amount required to vaporize the weight of water involved. Desiccants that have been so reactivated are then capable of accepting another charge of water.

The percentages of water content shown on Fig. 1 should be taken as characteristic rather than absolute values for the substances given, since the exact adsorp-



2. ADSORPTION of moisture also occurs on the surface of steel, as well as that of glass.



3. "LAG LOOP" is produced by continuous variation of relative humidity and dewpoint temperatures in a closed container.

tive capacity of any material will depend upon its method of preparation, treatment and many other factors. For example, the curve for leather was obtained from a certain chrome-tanned leather. Leather of different quality and produced by a different method would show different adsorption characteristics.

As mentioned above, surfaces such as steel, aluminum and glass adsorb water, following the same general laws as those for the more commonly accepted hygroscopic materials. Fig. 2 shows the relationships obtained by rough laboratory experiments on three types of such surfaces—bare steel, painted steel and glass. Note the great increase of adsorptivity produced on a steel surface by painting it; paint films are hygroscopic.

Adsorption of water from the air by a material takes place whenever the partial pressure of the water vapor in the surrounding air exceeds the vapor pressure of the water in the material. Desorption of water takes place whenever the vapor pressure of the water in the materials rises above the partial pressure of the water vapor of the surrounding atmosphere. The amount of water in a material exposed to normal weather air is continually undergoing change for two reasons: first, the moisture content of the air (and hence the partial pressure of the water vapor) varies constantly and, second, the temperature of the air is continuously changing. Note that an increase in the temperature of an air-water vapor mixture does not change the partial pressure of the water vapor in that mixture, since the partial pressure line is the same as the line of constant dewpoint temperature on a psychrometric chart. However, a similar increase in temperature of materials increases the vapor pressure of the water in the materials. This is why materials can be dried by heating.

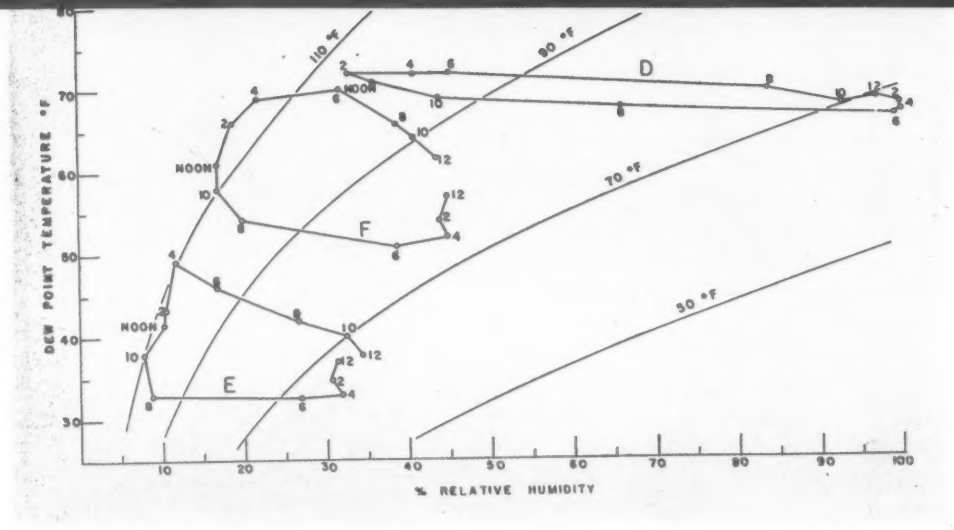
Container testing

The test containers described previously were stored out of doors and since the inside temperature reacted to the daily ambient variations, changes in the internal relative humidity were inevitable.

Considerable study of the phenomena and interrelationships involved in humidity variation with temperature changes has been made through the device of "lag loops," a graphical method from which the characteristics can be most readily followed. A lag loop is produced when relative humidity, as the ordinate, is plotted against dewpoint temperature as the abscissa. Lines of constant dry bulb appear on this type of psychrometric chart as contour lines sloping upward to the right. A characteristic lag loop obtained during bright sunny days from a container is shown by Curve A on Fig. 3.

At 6 a.m. the conditions in the atmosphere in this container were 46 deg. F. dry bulb temperature, 24 deg. F. dewpoint temperature and 41% relative humidity. On the day shown, the sun rose shortly after this time and by 8 a.m. the effect of the solar radiation raised the air temperature in the container to 67 deg. F., resulting in a relative humidity of 20%, at almost the same dewpoint temperature. By 10 a.m. the temperature had become active on the materials, with the result that water had been driven out to such an extent that the dew point temperature had been raised to almost 28 deg. F. This particular pack contains roughly 30 lbs. of air and the increase in water content of the interior atmosphere from 8 a.m. to 10 a.m. was 124 grains of water. This water could only come from the materials and surfaces, and results from a release of adsorbed water brought about by the increase in temperature. The vapor pressure of the water in the surfaces has been raised above the partial pressure of the water vapor in the air. Note that even with this increase in water content of the air (specific humidity) there has been a further decrease in relative humidity from 20 to 19%, since the warmer air has the larger saturation specific humidity.

From 8 a.m. to 2 p.m. the increasing temperatures in the materials had continued to "boil" the water out until the dewpoint temperature had increased to 32 deg. F. at an air temperature of 77 deg. F. Note that the



4. SIZE of the "lag loop" depends on amount of "desiccant-volume" within closed package.

rise of dewpoint temperature has been along an almost vertical line of relative humidity. This is known as an isopsychric condition and is defined as a condition in which there is no change in relative humidity, regardless of the amount of temperature change.

The temperature does not remain at the highest point (in this case 77 deg. F.) for a sufficient length of time to evaporate enough water to restore the early morning relative humidity, but after 2 p.m. begins to fall so rapidly that the reverse of the morning procedure takes place, at a higher level of absolute moisture content of the air (higher dewpoint temperature). By early evening the temperature of the materials has dropped and the rate of temperature fall in the air has slowed to such an extent that the adsorption of water is now able to maintain pace with the changing temperature conditions. From midnight to 6 a.m., the isopsychric condition is again approached. Note that the average for the 24-hr. period was 30% humidity.

Variation of relative humidity along a loop of these general characteristics is inevitable in any pack whose temperature swings with the daily ambient. The origin of the term "lag loop" is apparent from Fig. 3, as the loop effect is brought about by the fact that the boiling out of water from the materials must lag the change of relative humidity in the air, since the air must first change in temperature before it can make that temperature change effective in the materials. If all temperature changes could take place simultaneously there would be no lag and the graph would be a vertical or near-vertical line on this type of plot.

The amount of daily variation of dewpoint temperature and relative humidity and the resultant size and characteristics of the lag loop are affected by a number of variables, the most important of which are: daily temperature range; ratio of the "desiccant value" of the contained materials to the volume of the container; ratio of the heat-storage capacity of the contained materials to the volume of the container; physical characteristics of the container and contents, especially those concerning radiation, solar adsorption and residual water; and the total amount of water in the contained materials as well as the atmosphere of the container.

In a given container, the size of the daily lag loop varies directly with the temperature range experienced during the day as shown on Fig. 3, Curves A, B and C, illustrating different types of days in the same closed pack. Curve A, already described in detail, is characteristic of a very clear day and night, with a high percentage of sunshine occurring during the day. Curve B was obtained during a day with some haze, while Curve C is characteristic of a gray, cloudy day and night.

The greater temperature range is accompanied by a wider swing of both dewpoint temperature and relative humidity. Since temperature conditions of succeeding days seldom repeat those of 24 hrs. before, these graphs have been slightly idealized from a composite of actual data to emphasize the relationships.

To illustrate the effect of desiccant-volume ratio, compare lag loops D and E on Fig. 4. The former is the lag loop obtained from an empty container, whereas E is the same container to which has been added silica gel in the ratio of 1 lb. of activated silica gel per 100 cu. ft. of internal volume (a total of 4 lbs. of desiccant). In D there has been practically no change in moisture content of the atmosphere to compensate for the temperature change, with the result that the relative humidity has varied from 36% at noon to 100% during the early morning. The noon condition is excessively safe from a preservation standpoint and the night condition is definitely dangerous. The silica gel in the E case has restricted the relative humidity swing to 27% (a range from 8 to 35%) by giving up water during the period of temperature increase and readsorbing it during the period of dropping temperatures.

Lag Loop F shows the same style of container, but with metal stored inside in the ratio of 17.5 lbs. per cu. ft. of space. There is no silica gel or other commercial desiccant inside this container, the surfaces of the materials acting as the "desiccant value." It will be noted that the temperature range is less than for the D and E curves, which restricts the lag loop, much as in A versus C, this reduced temperature range resulting from using some of the heat to increase the temperature of the materials. The most important item demon-

strated here is that the bare metal of the materials acted as efficiently as a desiccant balance wheel to adsorb and release moisture, as did the commercial desiccant in E.

The effect of different quantities of residual water in the same container is shown by lag loops G, H, I and J on Fig. 5. An empty container of the same characteristics as in D and E above was exposed with 1 lb. of silica gel per 80 cu. ft. in G, then 0.1 lb. of water per 80 cu. ft. was added to the container (a total of 0.5 lb. H_2O), the resulting lag loop appearing as H. The successive addition of two equal quantities of additional water resulted in the lag loops I and J, respectively. Data for these four loops were chosen from days having as nearly as possible equal temperature ranges and solar radiation characteristics. They bring out the fact that, other factors being constant, the amount of daily humidity variation in any one container is increased as the total amount of water is increased.

Summary

The following summary may be derived from the data thus obtained:

A. *Temperature variation.* The greater the diurnal temperature range, the greater the swing of both dew point temperature and relative humidity, hence the greater the lag loop. Thus, on a cloudy day, a small loop results.

B. *Desiccant—volume ratio.* The greater the amount of desiccant present (whether it be materials such as wood and painted steel surfaces or commercial desiccants), the less will be the swing of relative humidity and the fluctuation will take place at lower average humidities. Here the desiccant is acting to moderate any fluctuation in a manner similar to a flywheel on a machine. Conversely, an empty container will fluctuate through tremendous relative humidity ranges.

C. *Total amount of water present.* The greater the total amount of water (that in the materials, plus that in the air) in any one container, the greater will be the size of the lag loop and the fluctuations will take place at higher levels of relative humidity.

D. Minor factors which affect the lag loop are the ratio of the heat-storage capacity of the contained materials to the volume of the container and certain physical characteristics of the container and contents, such as those concerning radiation and adsorption of solar heat.

Conclusions

An analysis of the foregoing lag-loop research brings out some very practical conclusions when applied to packaging for preservation purposes. These facts, developed through lag-loop study and corollary experiments, are summarized in the following:

A. The relative humidity in a container or space does not remain at any one value, but varies continuously, provided there is any temperature change, such variations being modified by the release and adsorption of residual water.

B. It is as unnecessary as it is impossible, for satisfactory preservation, to hold a fixed relative humidity in any container subjected to temperature variation.

C. If large daily temperature swings are anticipated, the average relative humidity in a package for successful preservation must be held at a lower level than if the daily temperature variations are small (Fig. 3).

D. The greater the amount of heat-storage capacity (mass-volume ratio) that exists in the package, the less will be the daily temperature swings and, consequently, the smaller will be the daily variation in relative humidity.

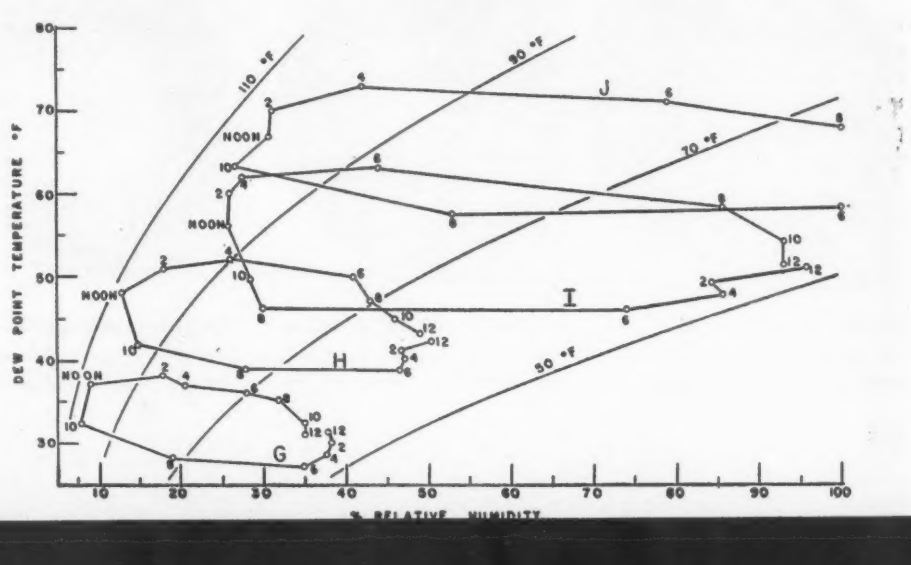
E. All materials in a package act as desiccants and a small amount of commercial desiccant is equal to the desiccant value of a large weight or volume of stored materials.

F. The amount of residual water to be removed to establish safe storage conditions is usually a function of the amount and character of surface and is independent of the weight of the materials, except in the case of fibrous or hygroscopic substances.

G. The amount of water initially in the atmosphere of a package is negligible compared to the quantity of residual water that must be removed from the materials to establish a safe level of humidity.

Acknowledgment

Acknowledgment is made to the Ordnance Department of the U. S. Army, under whose authority this work was initiated.



5. AMOUNT OF WATER in the container affects the "lag loop."

Quick test for fungus resistance

FAST AND RELATIVELY SIMPLE PROCEDURE PROVIDES RATING OF THIS QUALITY, IMPORTANT TO MANY PACKAGING MATERIALS. By H. G. Steffens*

The nature of the many uses to which packaging materials are put often precludes reliance upon positive methods of fungus control—namely, sterilization and dehumidification. The degree of confidence which can be placed on the package as a fungus barrier is dependent upon the extent to which it forms a nutrient medium for any species of fungus which may be attracted to the product packaged.

There are about 80,000 species of fungi which are classified and identifiable. Growth characteristics of these specie vary in food, moisture and temperature requirements. For example, (1)† the black *Aspergilli* can utilize salicylic acid as a source of carbon, although the same chemical compound acts as a mycocide for other species. Some fungi, notably *Puccinia glumarum* (2) remain germinable for months at humidity levels of 49%, whereas most fungi flourish best at relative humidities of 70 to 90%. Some species grow at temperatures as low as 20 deg. F., although 80 to 90 deg. F. is favorable to most fungi.

With this in mind it is clear that the apparent fungus resistance of a packaging material is dependent upon the test method. The following method is in use for this type of testing and is suggested as a conveniently severe method ensuring a high degree of protection. This method has for its advantage the fact that, under the conditions described, nutrient media will permit luxurient fungus growth in less than four days. Thus it is possible to shorten testing periods safely to one week, enabling rapid turnover of testing equipment and effecting considerable savings on programs where fungus-resistance tests are made as a production control measure.

*Research manager, Cap-Seal Division, Irvington Varnish & Insulator Co., Irvington, N. J.

†Numbers in parentheses identify "References" appended.

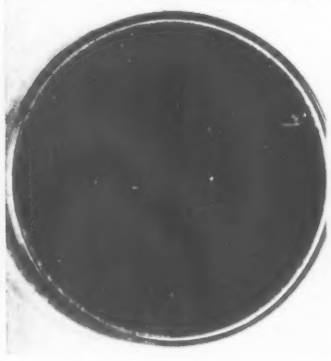
Procedure

The organism selected is *Aspergillus niger* (such as Harvard Univ. No. 26 or American Type Culture Collection No. 9642) because of its almost universal habitation and diet characteristics. This species can tolerate very high osmotic pressures and can exist at very low moisture thresholds.

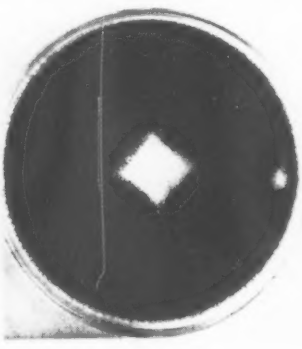
Experience with various media shows that most are highly susceptible to bacterial infection, which introduces a serious practical problem in the identification of fungi. It was found, however, that by using a modified Sauboraud medium the risk of bacterial infection was considerably reduced without detracting from the culture of *A. niger*. The preparation of this medium is as follows:

Dextrose	20.0 grams
Ammonium nitrate	1.0 grams
Magnesium sulfate heptahydrate	0.75 grams
Potassium dihydrogen phosphate	0.50 grams
Dipotassium hydrogen phosphate	0.50 grams
Agar	24.0 grams
Distilled water (to make)	1,000 cc.

Photographic interpretation of tests and

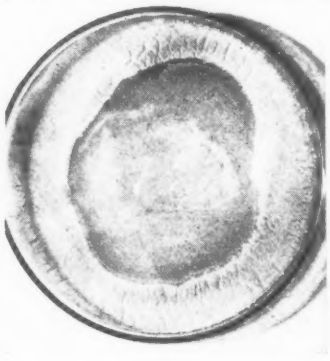


GROWTH of *A. niger* over untreated, machine-finished kraft paper. Rating: E.



PARTIAL ATTACK which was made by the *A. niger* on adhesive. Rating: D.

INHIBITORY POWER of an adhesive against attack by *A. niger*. Rating: B.



DECIDED inhibitory power of an adhesive against attack by *A. niger*. Rating: B.

The medium is prepared by dissolving the above materials in a boiling water bath and sterilizing for 15 minutes at 20 lbs. steam pressure. If the medium is overheated during the dissolving stage it tends to darken, thus placing the operator at some disadvantage in the identification of species through examination of the color of the agar during the growth period. If a minimum of heating has been employed the medium will be a slightly opalescent, whitish color and will reveal to a fine degree any pigmentation associated with growth.

Spore suspensions of *A. niger* are prepared by rinsing out agar tube slants with several 10-cc. portions of sterile water containing a small amount of Aerosol OT. Then, 0.8 cc. of this spore suspension is placed on the set agar and swirled evenly over the surface. The specimen to be tested is then placed directly on the innoculated agar surface and 0.2 cc. of spore suspension placed on the surface of the specimen. The liquid is then spread evenly over the specimen surface, using a sterile wire loop, and the plate incubated at 85 to 90 deg. F. and 96 to 100% relative humidity in the absence of light for seven days.

Specimens are prepared as follows:

Adhesives: Coat on $^3/_4$-in. square microscope cover slide and dry for about 15 minutes at 130 to 150 deg. F.

Waxes: Cut a small slab about $^1/_{10}$ in. by $^3/_4$ in. square from the central part of a sample.

Paper, board, cork, etc.: Cut a small piece $^3/_4$ in. square.

All of the normal procedures required to insure sterility and purity should be followed in the pursuit of this work. These conditions are adequately described elsewhere (1).

Resistance ratings

Fungus resistance of the specimen is rated according to the following schedule:

Rating	*Observation*	*Disposition*
A	No mycelial growth	Completely inhibitive
B	Some mycelial growth and some sporulation	Partly inhibitive
C	Sporulation up to, but not on specimen	Non-inhibited, non-nutritive
D	Meagre sporulation on specimen	Non-inhibitive, fairly nutritive
E	Specimen indistinguishable	Completely nutritive

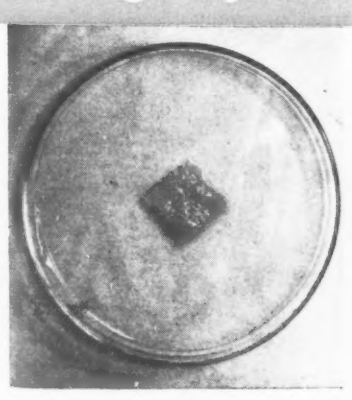
For purposes of liner-closure testing, the author suggests that a minimum rating of C on the above schedule be required. A noticeable degree of inhibition under the conditions of this test indicates that the specimen is probably fungus resistant due to the presence of a volatile ingredient which discourages fungus growth, assuming that in the short time allowed for incubation processes of diffusion of inhibitor through the medium are negligible. The specimen will thus remain protected so long as this ingredient is present in more than some minimum amount. If, by continued loss by volatilization, this ingredient is dissipated, the specimen will no longer be fungus resistant.

Comments

The above method is characterized by a relative simplicity which enables its practice in laboratories not specifically equipped for extensive mycological investigations. It can be expanded through the use of mixed spore suspensions to give more conclusive across-the-board information regarding protection. For example, *Chaetomium globosum* can be substituted or added to *A. niger* for specific or more intensive information. Tests for fungus resistance of electronic equipment used in military and naval service (4) are conducted using mixed spore suspensions of *A. niger*, *A. flavus*, *Pencilllium luteum* and *Trichoderma T-1*. However, in the use of mixed spore suspensions the technician should make certain that the species used are mutually tolerant or compatible, since many species are notably antagonistic (for example, *Penicillium rugulosum* and *Aspergilus niger*).

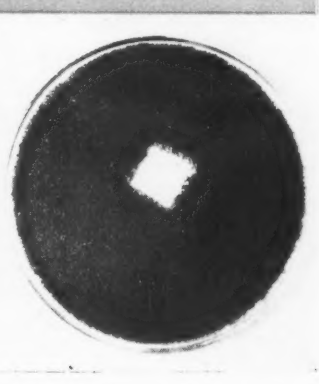
Photos at left show interpretation of test results.

ratings by the author's method



COMPLETE inhibitory power of an adhesive against attack by *A. niger*. Rating: A.

NEWSBOARD showing inhibitory power against *A. niger* attack. Rating: B.



MICROCRYSTALLINE wax showing the resistance to attack by *A. niger*. Rating: C.

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3. Brooks, F. T. and Hausford, C. G.; *Trans. Brit. Myc. Soc.*, 8: 113–42 (1922).
4. Joint Army-Navy Spec. JAN-C-173 dated Jan. 23, 1947.

Questions and Answers

This consultation service on packaging subjects is at your command. Simply address your questions to Technical Editor, Modern Packaging, 122 East 42nd St., New York 17, N. Y. Your name or other identification will not appear with any published answer.

Moisture protection for candy

QUESTION: We are candy manufacturers and our products are all wrapped in cellophane. During the summer months we would like to have more moisture protection for some of our goods. We pack the candy in inner cartons and also loose pack the product in corrugated cases. Can you suggest low-cost and manual means of solving our problem?

ANSWER: Since your problem is a seasonal one, involves two different types of shipping and you have no machine, the best answer is to use heavy waxed paper purchased in sheet form. With the proper size of sheets, it would be a simple matter for an operator to line a corrugated case for the loose pack, or to overwrap the inner cartons and heat seal the wrapper in place on a hotplate. As a case liner, a strong base paper with a heavy coating of wax on both sides, so placed as to have large overlaps at the corners and double folds at the top, should provide adequate moisture protection. The same paper used as a carton overwrap can be quickly heat sealed by hand irons or on hotplates. This material and this technique should add sufficient moistureproofness to solve your problem.

Transparent wrap for small bottles

QUESTION: One of our products is in a small bottle which is wrapped in an attractive sheet of directional information and then wrapped in cellophane. This product is a slow-moving item and we have had complaints of the cellophane wrapper cracking and falling off. We are reluctant to change this type of packing and would like some suggestions.

ANSWER: There are several factors which make it nearly impossible for cellophane to do a satisfactory performance as an overwrap for your product under these conditions. The cellophane wrapper is unsupported in areas around the top of the bottle and it is also exposed to dehydrating conditions in northern areas during the winter. The result is the loss of flexibility of the wrapper, then splitting and tearing as you have indicated. Probably the simplest answer is to use a cellulose acetate film in place of cellophane. This will allow you to wrap the bottle more tightly and the film is not so susceptible to atmospheric conditions. You probably will not have any difficulties in applying a cellulose acetate wrapper and the difference in cost should not be significant for your application.

Uniform gloss for waxed sulphite paper

QUESTION: We manufacture waxed sulphite paper and obtain our base papers from several different sources. The problem is to get a uniform gloss or finish on our product, since it is not possible to get the base papers exactly alike. At present, we are using a 133 to 136 deg. F. melting point, fully refined wax, which is run through a water-dip chilling unit held at 42 deg. F. Can you give us any suggestions as to how we can obtain a good and uniform gloss under these conditions?

ANSWER: It is assumed that you have attempted to write specifications in such detail that the mills supplying you with paper would furnish a base paper of sufficient uniformity for the finish you desire. Apparently, you have not succeeded in covering all the factors involved, or the mills are not able to control their output uniformly so that the specifications are effective. It is a difficult matter to do more than give suggestions on the problem, since there are a great many factors that have not been stated.

It is necessary, first, to assume that the waxing equipment is so constructed and operated that the wax bath is controlled as to the amount of wax and the temperature of its application and that the metering methods used are giving uniform amounts of wax, well distributed. If these assumptions are correct, then improvements in the uniformity and gloss of the finished sheet might be made by certain additives in the wax. I suggest that you contact your wax supplier for information concerning such additives. Certain synthetic resins when used in small amounts are capable of improving the paper finish, the wax penetration into the paper and the heat-seal strength and durability of waxed papers. Also, many of these resins are economical in use and should not affect in any way the operation of your equipment. After you have obtained information on such additives, you would be in a position to make small trial runs to check the cost, production problems and uniformity of the finished results.

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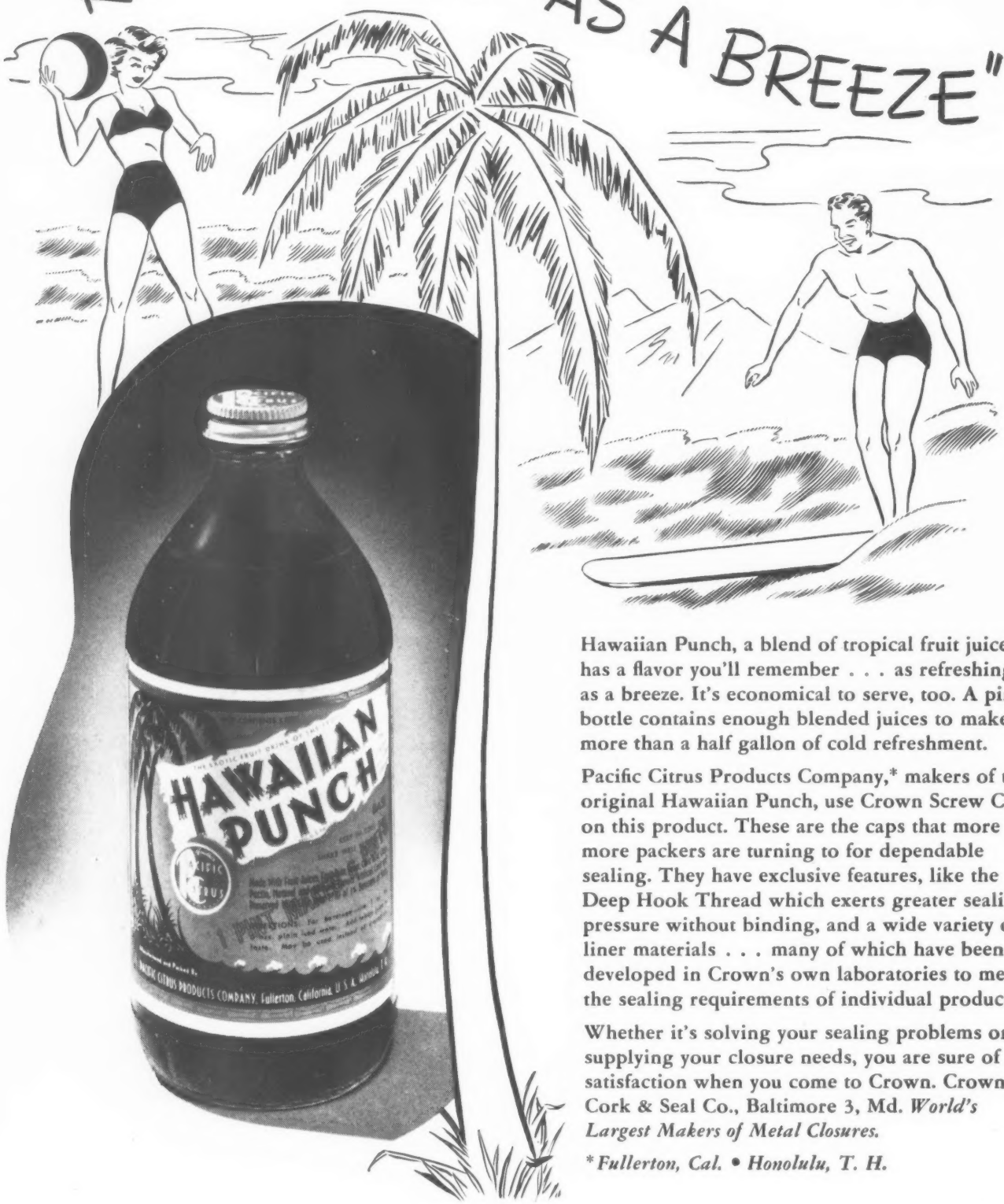
* *Of housewives scientifically selected to represent a sound economic cross-section of American consumers.*

"REFRESHING AS A BREEZE"



Hawaiian Punch, a blend of tropical fruit juices, has a flavor you'll remember . . . as refreshing as a breeze. It's economical to serve, too. A pint bottle contains enough blended juices to make more than a half gallon of cold refreshment.

Pacific Citrus Products Company,* makers of the original Hawaiian Punch, use Crown Screw Caps on this product. These are the caps that more and more packers are turning to for dependable sealing. They have exclusive features, like the Deep Hook Thread which exerts greater sealing pressure without binding, and a wide variety of liner materials . . . many of which have been developed in Crown's own laboratories to meet the sealing requirements of individual products.

Whether it's solving your sealing problems or supplying your closure needs, you are sure of satisfaction when you come to Crown. Crown Cork & Seal Co., Baltimore 3, Md. *World's Largest Makers of Metal Closures.*

** Fullerton, Cal. • Honolulu, T. H.*

CROWN CLOSURES

Approved by Millions of Housewives

FROM A *Practical* VIEWPOINT

CLEVELAND CONTAINERS

have exceptional flexibility in design with wide latitudes as to size in both diameters and lengths.

Packaging with you may be a consumer problem . . . a matter of lowering production costs . . . or the question of possible economies in shipping.

Whatever it may be . . . quite probably we can tell you how Cleveland Container customers are overcoming such matters through the cooperation of our Creative Design Dept.

★ ★

Call on us for experienced counsel . . . for fast production . . . for close attention to orders large or small.

The CLEVELAND CONTAINER Co.

6201 BARBERTON AVE. CLEVELAND 2, OHIO

- **All-Fibre Cans • Combination Metal and Paper Cans**
- **Spirally Wound Tubes and Cores for all Purposes**
- **Plastic and Combination Paper and Plastic Items**

★ ★ ★

PRODUCTION PLANTS also at Plymouth, Wisc., Ogdensburg, N. Y., Chicago, Ill., Detroit, Mich., Jamesburg, N. J.
PLASTICS DIVISION at Plymouth, Wisc. • ABRASIVE DIVISION at Cleveland, Ohio
SALES OFFICES: Room 5632, Grand Central Terminal Building, New York 17, N. Y., also 647 Main St., Hartford, Conn.
CANADIAN PLANT: The Cleveland Container Canada, Ltd., Prescott, Ontario Sales Offices in Toronto and Montreal

Equipment and Materials

HEAT SEALERS FOR PRE-PACKAGERS

Of interest to pre-packagers are two new heat-sealing units introduced by the Cleveland Lathe & Machine Co., Cleveland, Ohio. The "Stor-Pak-Aid" is a new hand heat-sealing iron with an adjustable thermostat, operating on 115 volts, A. C. The "Pre-Pak-Aid," is a portable flush-type hotplate. A 6 by 9 in. plate is mounted on a board 18 by 24 by 2 in. with a Formica top. An end-seal adapter which can be reversed for use on nesting-type trays comes with the hotplate. An adjustable thermostat allows the temperature to be controlled from 225 to 400 deg. F. The company has also introduced a set of aluminum bag-loading funnels in different sizes for use in pre-packaging produce and a wing-nut bracket for attaching to a counter board.

New hand heat-sealing iron (top photo) and portable flush-type hotplate shown in lower photograph.

NEW ACL COLORS DEVELOPED

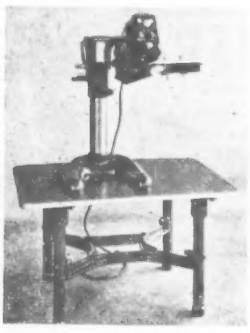
For applied color labeling of glass containers, The Vitro Mfg. Co., Pittsburgh, has developed a new line of alkali-resistant colors. These "Duro-Glo" colors have a maturing range of approximately 200 deg. F., according to the company. Because of this long firing range, the colors are said not to be affected by normal lehr fluctuations. They may be applied and fired at 1,000 to 1,250 deg. F., it is reported.

NEW THREE-COLOR ANILINE PRESS

The Packer Mfg. Co., Green Bay, Wis., announces a new three-color, aniline press capable of handling 36-in. widths of paperboard in 60-in. diameter rolls.

SMALL ROTARY BAG SEALER

A new addition to the Amsco Packaging Machine Co.'s line of heat-sealing equipment is a low-priced rotary bag-sealing machine named "Little Giant." Standard sealing speed of the machine is set at 240 lineal inches per minute, which provides a uniform heat dwell on each bag, according to the company. The sealing head is mounted on a swivel so that it can be adjusted for any angle. The front sealing roller floats under spring tension, assuring uniform pressure regardless of variations in thickness or number of layers of material.



HAM BAG

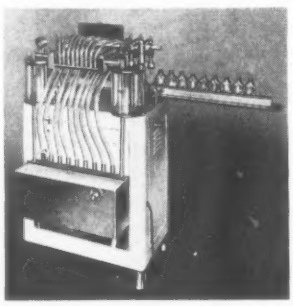
A new ham bag, developed by Central States Paper & Bag Co., St. Louis, that replaces the old method of using three separate sheets of wrapping, is now ready for general use by packers. The new bag has the three sheets—the conventional inner greaseproof sheet, the standard rag ham sheet and the outer printed sheet—interleaved so that the ham can be bagged in one handling. The bag is shaped to accommodate the contours of a ham and one side is sewed with colored polyethylene binding. The bag can be closed with 5 or 6 in. of pressure-sensitive tape. Two sizes are available.

ALUMINUM SPOOLS

Acrometal Products, Inc., Minneapolis, Minn., supplier of spools used in packaging wire and textile yarns, is now offering light-weight aluminum spools made by a special welding process.

SEMI-AUTOMATIC LIQUID FILLER

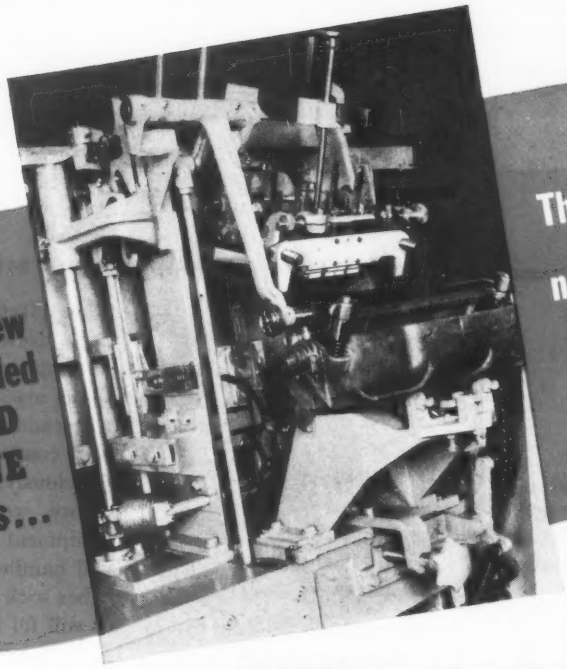
A new straight-line, semi-automatic vacuum filling machine for liquids is now being offered by U. S. Bottlers' Machinery Co., Chicago. The new filler, Model B-49, is designed for quick change-over from any size of container to another up to a gallon size. The number of filling tubes used is determined by the size of container to be filled, with a maximum of nine. A hand lever is used to lower and raise the filling heads. Approximately four to six cycles per min. is the normal speed for small containers, according to the company, while operating cycles of two to three times per min. are average for gallon containers. The machine is equipped with an automatic overflow system consisting of two cylinders with gravity return gates to the automatic supply control tank. Operation of the cylinders is synchronized with the operation of the filling head so that one is always draining.



ADJUSTABLE HEAT SEALER

A. C. Hills & Co., Newark, N. J., announces an adjustable heat sealer designed to seal two ends and bottom of sheet-wrapped packages simultaneously. Packages are wrapped by hand and pushed through the heating plates. Curved feed-in guides eliminate wrinkles. Separate thermostats are used to control the temperature of the bottom and side heating plates, which are spring mounted to give automatic compensation for minor differences in package length or other variations. The steel-sheathed heating plates are protected with perforated guards and are combined with cooling plates which, according to the company, are advantageous when waxed paper is used as the wrap. The units are said to be suitable for most heat-sealing materials and are recommended for wrapping baked goods, boxed candy, frozen

Something new has been added to WORLD BEE-LINE Labelers...



The WORLD BEE-LINE Labeler's new VG (Vacuum Gripfinger) Method for Controlled Registration of Labels

WHAT IT DOES

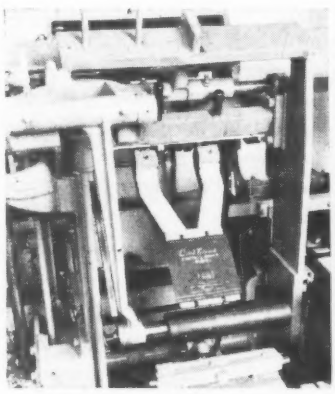
The new VG — Vacuum Gripfinger — method assures *controlled registration* of labels on containers, regardless of label size (even as small as a postage stamp) and regardless of adhesive adjustments or atmospheric variations. In sunken panels, on flat surfaces, body, neck or shoulder labels, medallions — any combination of labels, large or small, may be applied and precisely positioned simultaneously.

The new VG method provides a fine *even* application of adhesive over the *entire* label surface. There is no ungummed area, no possibility of marks or nicks on the sides of the labels whatever their shape. Clean, smooth, skin tight label application is a certainty.

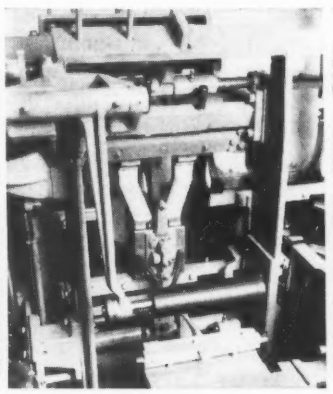
Here is the *greatest* advance in quality labeling since the BEE-LINE sliding picker method was developed and patented.

Let us tell you how readily your Model 65 and Model 120 World BEE-LINE Labelers may be brought up-to-the-minute by the addition of the new Vacuum Gripfinger method.

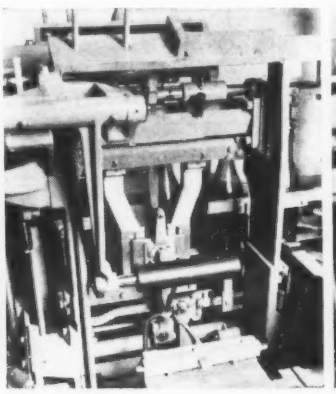
HOW IT WORKS The view above shows the new Vacuum Gripfinger setup with the pickers in the act of picking a label from the label holder.



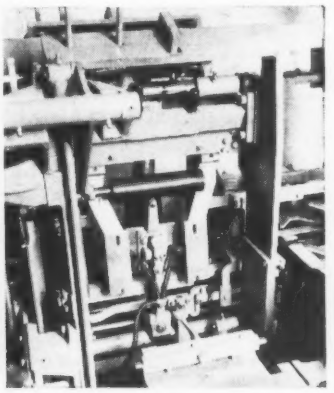
Here are the pickers on their way down to the container. In these close-ups of the operating sequence the gum box and label holder are removed so you can see what happens.



Here the Vacuum Gripfinger contacts the closed pickers, sandwiching the label. Note the bellows in the lower left hand corner. Its action produces the vacuum.



Here the pickers are opening, coating the adhesive over the entire label surface while vacuum holds the label securely and precisely for *controlled registration.*



Here the pickers have fully opened, allowing the Vacuum Gripfinger to move in and transfer the label to the container. 100% adhesive coverage is provided by the sliding motion of the pickers.

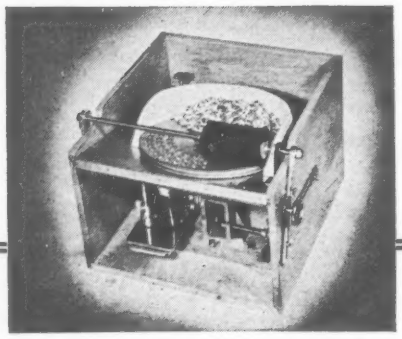
"YOU GET THE BEST LABELERS IN THE WORLD"

ECONOMIC MACHINERY COMPANY

Builders of World Automatic and Semi-Automatic Labelers for Every Purpose

WORCESTER, MASSACHUSETTS

New York Philadelphia Pittsburgh Chicago San Francisco Los Angeles Denver Louisville Salt Lake City El Paso Seattle Portland Phoenix London Montreal Toronto Winnipeg Newfoundland Vancouver Mexico City Sydney, Australia Wellington, N.Z. San Juan, P.R. Ciudad Trujillo, D.R. Honolulu, T. H.



The PerfeKtum TAB-COUNT
Tablet Counting Equipment

A unique device which permits rapid and correct counting of tablets, capsules, pellets, lozenges, veterinary and poultry supplies and packing same into any size or shape container such as bottles, vials, jars, cans or boxes.

The TAB-COUNT operates by count—not by weight, eliminates overcounts and does not require any tiresome pulling, pushing or shaking, being entirely electric in operation. Simple to operate and economical to use.

Write for complete literature.

PerfeKtum
PRODUCTS COMPANY
Established 1922
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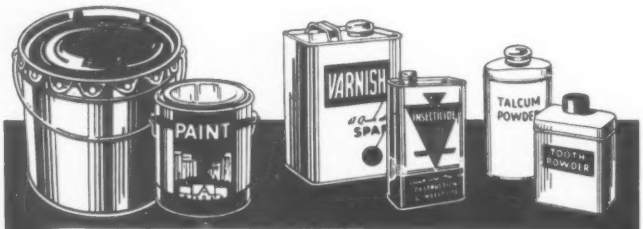

QUALITY PRODUCTS
sell better in
QUALITY CONTAINERS

. . . and they get better protection, too. For best results from your containers, choose those that best promote and protect your products — sales-building, sturdy lithographed metal containers.

Here is where National Can may be of very real help to you — in basic container design, in origination of layout and illustration, and in color selection. Nearly fifty years of experience in the manufacture of lithographed metal containers backs these National Can services.

Improve your containers — make them worthy of your products by using the dependable and experienced National Can packaging service and supply. For full details, contact:

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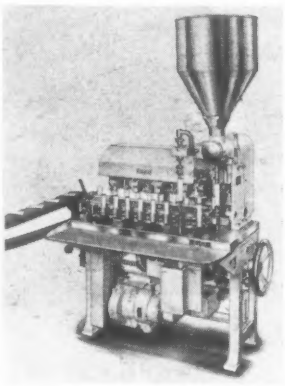
SALES OFFICES AND PLANTS: BALTIMORE, MD. CHICAGO, ILL. HAMILTON, OHIO BOSTON, MASS. INDIANAPOLIS, IND. MASPETH, N. Y. CANONSBURG, PA. ST. LOUIS, MO.

Equipment and Materials
(Continued)

foods, etc. The standard model handles packages up to 5 in. high and 16 in. long.

IMPROVED COLLAPSIBLE TUBE FILLER



The Arenco Machine Co., Inc., New York, announces an improved collapsible tube filling machine with cap-tightening and tube-cleaning operation combined in one station. Previously, the tube-cleaning device was part of special equipment. The new model will handle all standard-sized tubes with quick change-over. It will fill from 2,000 to 3,000 tubes per hr., depending upon the size of the tube.

NEW VINYL RESIN FOR COATING PAPERS

Bakelite Corp., New York, announces a new grade of vinyl resin (NV.4) which is particularly adapted for use in the preparation of water-based dispersions such as a waterproofing coating of paper. The resin can be mixed with a plasticizer and dispersed in a pebble mill or, in some cases, on a three-roller mill, according to the company. Dispersions can be handled on conventional types of coating equipment. Fusing at 300 to 325 deg. F. gives optimum properties, it is said.

CASE SEALER WITH PRE-HEATER DEVICE

A new case sealer that combines heating, gluing, closing mechanism and pressure unit in one machine is being offered by the John Van Buren Machine Works, Brooklyn. Advantages of the sealer are said to include the reduction in sealing time due to the patented heating process which pre-heats the outer flaps of the case and airtight glue feeder lines which prevent the glue from congealing when the machine is not in operation. Production speed ranges from 300 to 500 cases per hr. The sealer is adjustable to handle cases from 7 to 13 in. long, 5 to 13 in. wide and $4^1/_2$ to 13 in. high.

ASBESTOS TUBES

Spiral-wound tubes of asbestos tape are being offered by the Precision Paper Tube Co., Chicago, for packaging products which require protection from sudden temperature changes.

METAL BELT CONVEYOR FOR CURVES

A flat conveyor that is said to travel around almost any desired curve has been developed by The Leeds Electric & Mfg. Co., Hartford, Conn. The conveyor chain is a patented woven wire-mesh belt constructed to give the necessary flexibility when guided around curves.

TWO-COLOR PRESS FOR BOXBOARD

A new two-color aniline printing press for corrugated and shipping-container boxboard, complete with unwind and surface rewind stands, is available from the Wolverine Paper Converting Machinery Corp., Detroit. The machine will

EYE STOPPER

That's the effect a Dennison Designed seal gives your package. It has that something extra—the result of constructive imagination, designing talent, manufacturing teamwork . . . This is one example of the extra value that Dennison Designed merchandise offers your company. For samples and suggestions appropriate to your product, call or write nearest Dennison sales office.

Dennison

New trend in Gift Packages

Mabley & Carew, Cincinnati department store, sells gift certificates by packaging them in a charming, golden-hued gift case. The idea is successful, because many people believe that a gift certificate is a gracious gift, particularly when it is well packaged. To Mabley's this means accelerated selling of gift certificates.

DENNISON DESIGNED set-up boxes and folders can step up your gift certificate sales . . . give that extra appeal that puts *all* types of merchandise into the tremendous gift-giving field.

Why not let Dennison design suggest new ways to improve your packaging?

Call the nearest Dennison Office — or write Dennison Manufacturing Co., Department U-227, Framingham, Mass.

LOOK TO **Dennison** FOR EXTRA VALUE IN

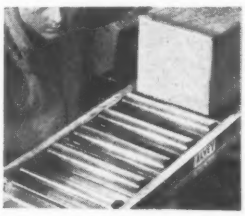
MATERIALS • DESIGN • WORKMANSHIP

Equipment and Materials
(Continued)

work at a speed of 1,200 ft. per min., it is said, and is built on a four-color frame so additional units can be added.

LIGHT-WEIGHT CONVEYOR WITH PLASTIC ROLLERS

Rollers made of transparent cellulose acetate butyrate are the feature of a light-weight, portable conveyor designed for loading and unloading cartons, made by the Alvey Conveyor Mfg. Co., St. Louis, Mo. The plastic rollers are 2 in. in diameter and 10 in. long. They are in the form of transparent tubes made of Tennessee Eastman Tenite II, produced by continuous extrusion by Presstite Engineering Co., St. Louis. The roll heads are injection molded black disks made of the same material by St. Louis Plastic Moulding Co. and cemented into the end of the tubes. By using aluminum or magnesium frames, the company reports, 10-ft. sections weigh only 31 lbs.



VIAL CLOSURES IN COLORS

Colored closures for Opticlear vials have been announced by Kimble Glass, division of Owens-Illinois Glass Co. The closures may be obtained with a single color for the entire cap or, if a two-piece stopper is used, a two-color closure may be made. Several special orders recently have included monogram inserts, according to the company. For this type of closure, acetate or polystyrene is used to show the embossing. To help assure internal dryness, the large-sized closures can be filled with a dessicant and holes for air passage punched in the bottom of the closure.

ROTOGRAVURE PROOF PRESS

A new rotogravure cylinder proof press (patent pending) has been made available by the American Type Founders, Klingrose Gravure Division, Elizabeth, N. J. With the press, preprinting proofs can be pulled of engraved cylinders and corrections made without mounting the cylinders on major production equipment, according to the company. Also announced is the availability of ATF Henderson etching equipment for gravure cylinders, said to provide greater control of register and give a continuous image around the cylinder without lap lines by the elimination of carbon tissue.

RE-USABLE PLASTIC COVER FOR JUICE CANS

A flexible polyethylene cover with a special pouring mouth developed by Tupper Corp., Farnumsville, Mass., suggests an interesting premium idea for canners of fruit and vegetable juices. The cover, which is an integral part of Tupper's 20-oz. plastic canister, is $4^1/_4$-in. in diameter and fits any No. 5, 46-oz. juice can. Processors could give the cover as a premium or in a special price deal for use as an auxiliary or refrigerator cover after the can has been opened by the consumer.

LABELS≠SEALS
WRAPS≠TAGS
LABELS≠SEALS
WRAPS≠TAGS
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DIE AND LABEL COMPANY
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Quality Packagings for 24 Years
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MANHASSET

ANILINE PRESSES and BAG MACHINES
Floor Models

We are disposing of the following model presses and Bag Machines in order to obtain more space for manufacturing purposes:

PRESSES

2-color, 18" Web — $2,500.00
2-color, 24" Web — 3,000.00
4-color, 24" Web — 6,000.00
4-color, 24" Web and Re-Winder Slitter Combination (complete with 5 H.P. Motor and 7½ H.P. V.S. Drive, overhead drying arch and infra-red heater) — $9,900.00

BAG MACHINES

B.M. 24 (with Drum delivery, Westinghouse Register Regulator and Motor Drive) — 9,500.00
B.M. 24S
(with Motor Drive) — $8,500.00

MANHASSET MACHINE CO.
255 EAST 2nd STREET - P.O. BOX 231 - MINEOLA, N. Y.

Plants and People

The new, modern plant recently completed by **H. S. Crocker Co., Inc.,** printers and lithographers, at San Bruno, Calif., is now in full operation. Located on an 11-acre tract of land just seven miles south of San Francisco, the plant is said to be a model of production efficiency. It was designed to eliminate any waste motion—a plant where raw materials would be brought in at one end and by means of continuous flow through various departments, would emerge as finished products at the other. Although the Crocker plant has been moved out of town, sales offices are being maintained in the heart of San Francisco for the convenience of customers. The H. S. Crocker store at 720 Mission St. is undergoing modernization and will be ready soon to accommodate commercial printing and label sales groups.

New Jersey Machine Corp., Hoboken, N. J., has acquired an additional 15,000 sq. ft. of space for an addition to its factory building. The new structure will practically double the company's present facilities.

The Denton Corp., manufacturers of Dent-O-Paks, Dent-O-Matic loading machines, and Pliofilm and cellophane bags, are now located at their new plant and offices, 2124 Livingston St., Oakland, Calif.

Wrap-Ade Machine Co., Inc., have moved their offices and plant to larger quarters at 83 Valley St., Belleville, N. J.

The Permanente Metals Corp., Oakland, Calif., has appointed **F. Ashton Smith** as foil product manager to direct the sale of Kaiser aluminum foil. Mr. Smith formerly operated his own business in New York as manufacturer's agent dealing with converted foil.

F. A. Smith

Two organizational changes were made by the board of directors of **The Ohio Boxboard Co.,** Rittman, Ohio, at their recent annual meeting: **F. O. Kanehl,** who had been secretary and treasurer, was elected vice president of finance and company treasurer; **M. E. Barthen,** former assistant secretary, is now secretary. Mr. Kanehl was also elected assistant secretary. Company stockholders re-elected the existing board of directors, together with the following company officers: **Wayne Young**, president; **C. E. Carpenter,** senior vice president; **B. M. Thomas,** vice president for production; **J. N. Andrews,** vice president for sales; **G. H. Clippinger,** assistant treasurer.

Construction of **American Can Co.'s** new multi-million dollar can manufacturing plant at Milwaukee was started recently. Scheduled for completion in 1950, the new factory will have a capacity of around 2,000,000 cans a day for use by the food and beverage industries.

J. A. Rainier, president of the newly formed **General Container Corp.,** New York, which was set up to sell, license and manufacture the plastic packaging inventions of Harry F. Waters, has announced that the following firms have been licensed under Waters' patents through General Container Corp.: **Albemarle Paper Co.,** Richmond, Va.; **Champion Container Corp.,** Philadelphia; **Fonda Container Corp.,** St. Albans, Vt.; **Missisquoi Paper Co.,** Sheldon Springs, Vt.; **Pneumatic Scale Corp., Ltd.,** N. Quincy, Mass.; **Seaboard Mfg. Corp.,** Richmond, Va.

John P. Schwede has been appointed director of export sales for **Union Bag & Paper Corp.,** New York, succeeding **R. A. Stevens,** who is now consultant to the Export Dept.

J. D. Johnston has been added to the company's sales staff to promote the sales of Scutan waterproof papers.

E. R. Squibb & Sons has appointed **Charles O. Kendall** as director of the newly created Division of Product Planning. Mr. Kendall is a member of the American Institute of Graphic Arts and vice president of the Packaging Institute.

C. O. Kendall

The new $1,000,000 **Heekin Can Co.** plant in Springdale, Ark., was officially opened last month by **Daniel M. Heekin,** president. **Frank O'Brien, Jr.,** is plant manager and **Norman W. Haas** production manager.

Ralph R. Richardson, founder and first president of the **Chicago Carton Co.,** has been elected chairman of the board of directors. **Edward J. Mulholland,** executive vice president, is now president of the firm.

George E. Dyke, president of **Robert Gair Co., Inc.,** New York, announced the incorporation in Delaware of a subsidiary, **Fibre Board Container Corp.,** which has acquired the assets and business of **Fibre Board Container Co.,** with shipping-container plants in Richmond and Martinsville, Va.

Modern Containers, Inc., Los Angeles, Calif., has appointed **F. Lee McDonough** as general sales manager. Mr. McDonough was formerly with Dobeckmun Co.

E. R. McCaffrey has established **Fancy Papers Corp.** in Toronto, Canada, to take over the fancy paper business of **E. H. Wilkinson & Co., Ltd.,** also of Toronto.

Ernest B. Roberts has retired as manager of the **Bemis Bro. Bag Co.** paper mill and multiwall bag factory at Peoria. He will continue with the company in charge of pulp and rope purchasing, with headquarters at Peoria. **L. J. Finn,** assistant manager, succeeds Mr. Roberts.

Bemis Paper Bag Co., manufacturer of multiwall paper shipping sacks and a subsidiary of Bemis Bro. Bag Co.,

REG. U. S. PAT. OFF.

H&D BOXES

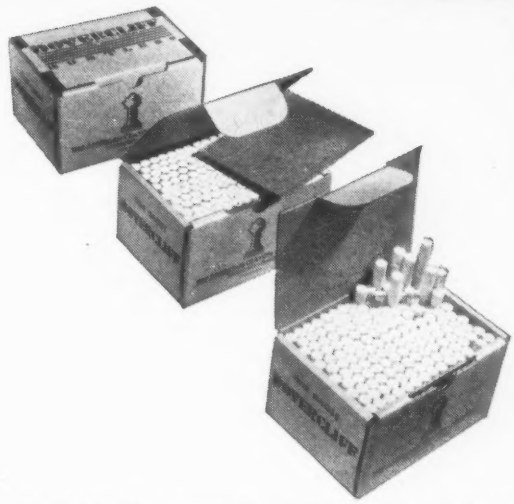
HINDE & DAUCH

Authority on Packaging

Executive Offices: 4901 Decatur St. • Sandusky, O.

FACTORIES IN:

Baltimore 13, Md. • Buffalo 6, N. Y. • Chatham, Ontario
Chicago 32, Illinois • Cleveland 2, Ohio • Detroit 27, Mich. • Gloucester, N. J. • Hoboken, N. J. • Kansas City 19, Kansas • Lenoir, N. C. • Montreal, Quebec
Richmond 12, Va. • St. Louis 15, Mo. • Sandusky, Ohio
Toronto, Ontario • Watertown, Mass.



Even chalk responds to the magic touch of H & D packaging—of making the package a part of the product. This shelf package, several of which are packed in a master shipping box, affords adequate protection for a delicate, brittle substance. Distinctive one-color printing on a white surface is outstanding in eye appeal, promotes the brand name, commands customer attention. Tuck-in tab increases after-use convenience.

The Package Prompts the Purchase

Because this H & D box reduces packaging costs approximately 50% in addition to providing better product protection than the previous method of packaging, it is definitely part of the product. The economies it effects are felt by manufacturer, dealer and consumer. The box, developed in the H & D Package Laboratory, is *engineered* to the product, with no excess weight or bulk.

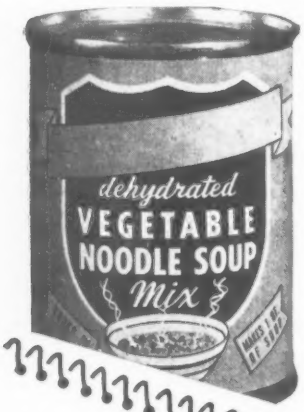
This corrugated H & D Prepak* is a major factor in the sales success of the product. The box is factory-packed to eliminate repacking and wrapping by the retailer, thereby reducing sales costs. The Prepak* is also a colorful counter or window display that stops traffic and increases sales. It is printed in 2 colors on lawn-green linen finish corrugated board. If your product can be packed in "units" or "sets," consider H & D Prepak*—the most economical way to pack *and* sell retail merchandise.

*REG. U. S. PAT. OFF.

BETTER
FASTER
MORE PROFITABLE PRINTING
75,000 FOLDING CARTON BLANKS PER HOUR!
Send your production samples, let Champlain show you how to do the job—*better, faster, more profitably.*
MULTICOLOR PRINTING . . . ONCE THROUGH PRESS
NO PRESS WASHUP
Depend On The Leader
CHAMPLAIN CO., INC.
88 LLEWELLYN AVE., BLOOMFIELD, N. J.
CHICAGO OFFICE: 7 W. Madison St., Chicago 2, Ill.
Rotogravure at its best

CASE HISTORY #2

The ———— Co., nationally known food manufacturers, phoned EDLAW: Have export order for one million cans soup mix—Deadline shipping date—Hot weather stopped our packaging line!



Have you air-conditioned plant? High speed filling equipment? Automatic can closing? Labeling machine? Can you take over this order and deliver on time? Will costs be in line?

All questions answered "yes"! Bulk material and supplies were started in—and finished cases were rolling out—on schedule—as promised!

Memo to ———— *Contact The Edlaw Co.*

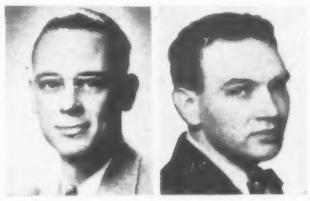
Contract Packaging
AT PRE-DETERMINED COST
•
88-61 76th AVENUE
GLENDALE, L. I., N. Y.

Plants and People
(Continued)

has announced the appointment of **Alfred B. Williams** as sales manager of its Vancouver, Wash., plant.

Bemis reports that its new multiwall bag plant in Houston has now reached full production.

S. F. Thune has been named sales manager of the Mid-Western Division, **National Starch Products, Inc.**, with headquarters in Chicago. **Francis R. Loetterle** will go to San Francisco as sales manager of the company's Pacific Coast Division.



S. F. Thune *F. R. Loetterle*

Meredith, Simmons & Co., Ltd., an affiliate of National Starch Products, Inc., has changed its name to **National Adhesives (Canada) Ltd.**

J. R. Porn, formerly district sales manager of **Continental Can Co.** at Des Moines, Iowa, has been made products sales manager for packers cans and will be located in New York. **W. A. Muller,** formerly general manager of the Beaver Valley Canning Co. succeeds Mr. Porn.

Robert A. Morris, assistant to the president of **Acme Steel Co.,** has resigned to devote full time to his responsibilities as president of **Ferguson-Lander Box Co.,** Chicago, makers of folding boxes for the food industry.

Joseph C. Blauvelt, a former assistant vice president of **Stein Hall & Co.** who retired from business in 1943 to devote his attention to farming, has returned to that company in his former capacity.

The Champion Paper & Fibre Co. of Hamilton, Ohio, claims to be the first to manufacture fine papers for printing and converting purposes in Texas, at its Houston Division, and will make the first "home" use of Texas pulpwood for quality paper stocks.

E. P. Schoenthaler has been appointed to the executive staff of the **Central Waxed Paper Co.** of Chicago. He was formerly director, vice president and sales manager of the H. P. Smith Paper Co.

E. Schoenthaler

Bakelite Corp., New York, has announced the opening of new production facilities for polyethylene resins at South Charleston, W. Va. Operated by Carbide & Carbon Chemicals Corp., another unit of Union Carbide & Carbon Corp., the new production facilities will "more than double the amount of this plastic raw material," according to **George C. Miller,** vice president and general sales manager of the firm's thermoplastics department.

John G. Ruckelshaus and **Earl Pelletier** have opened an office at 150 Nassau St., New York, to handle display animating units formally sold by Ruckelshaus & Co.

Alfred A. Meyers has joined the staff of **Milprint, Inc.,** Milwaukee, as field representative in Wisconsin.

Gaylord Container Corp. has recently run a 12-page newspaper supplement, intended as a community relations

Package
to catch a customer's eye
This package, made of Kodapak Sheet, has sparkle to catch a cruising eye . . . brilliant, water-clear transparency to show merchandise at its best . . . plus toughness and stability for lasting service. You'll find Kodapak Sheet in two basic forms: Kodapak I Sheet, cellulose acetate, gauges up to 0.060″; Kodapak II Sheet, cellulose acetate butyrate, gauges up to .002″. Both are made to the same high standards as Kodak photographic film base. For further information about Kodapak Sheet, consult the nearest representative, or write Kodak. If your problem is particularly complicated, a visit to the Kodapak Demonstration Laboratory in Rochester will prove helpful. Write for an appointment.
Cellulose Products Division, Eastman Kodak Company, Rochester 4, N. Y. Sales offices in New York, Chicago. District sales representatives in Cleveland, Philadelphia, Providence. Pacific Coast distributor: Wilson & Geo. Meyer & Co., San Francisco, Los Angeles, Portland, Seattle. Canadian distributor: Paper Sales, Limited, Toronto, Montreal.
Kodapak Sheet
FOR THE DISPLAY YOU WANT . . . THE PROTECTION YOU NEED
"KODAPAK" IS A TRADE-MARK
Kodak

1,000,000,000,000 CELLOPHANE BAGS ARE A LOT OF BAGS!

● Any company that produces a trillion of anything ought to know their business. We, here at Munson, like to think we know ours . . . and satisfied customers tell us we do.

● There are a lot of advantages in using Munson Cellophane Bags and Transparent Containers. An important one is the high standard of quality of Munson Cellophane Bags. This—plus fine printing on cellophane—results in better salability of products. Satisfied customers buy products that go to market in Munson Bags.

● You will find Munson a ready adjunct to your manufacturing operations. Personal interest in your packaging problems + prompt and efficient delivery + Munson's reputation for Quality Cellophane Bags is worth your inquiry.

Samples on request. *Call or write.*

Quality Bags of

DU PONT Cellophane

THE MUNSON BAG CO.

1366 WEST 117th STREET

CLEVELAND 7, OHIO

- *Cellophane Bags*
- *Printed Roll Stock*
- *Transparent Boxes*
- *Moisture Vapor-Proof Bags*
- *Super Seal Cellophane Bags*

m|c|b

Plants and People
(Continued)

project, in the Bogalusa, La., *Daily News.* This newspaper, covering the area which provides Gaylord's pulp and paper mill with labor as well as pulpwood, provides educational data on woods operations.

George Babcock has been appointed sales manager of the Closure and Plastics Division of **Owens-Illinois Glass Co.** **Joe Parks,** who has been acting as division manager for closure and plastics sales, will be attached to the staff of **E. F. Schafer,** general branch manager.

G. Babock

California Container Corp., a wholly owned subsidiary of **Container Corp. of America,** has leased the plant and equipment of the **Columbia Paper Box Co.,** Portland, Ore., and will continue making folding boxes.

The N. A. Young Wire Stitching Machine Co. of Racine, Wis., has been purchased by the **Diagraph-Bradley Industries, Inc.,** makers of stencil machines and equipment.

C. W. Nelson, an assistant vice president, has been elected to the board of directors of the **Kimberly-Clark Corp.,** Neenah, Wis., filling the vacancy of the late **C. B. Clark.**

Lorin B. Sebrell has resigned as director of research and chemical products development of **The Goodyear Tire & Rubber Co.,** Akron, Ohio.

Polymer Industries, Inc., makers of adhesives, Astoria, N. Y., has acquired **Willard Paste & Glue Co.,** Brooklyn.

Acorn Packaging & Packing Corp., export packers, have moved their national office to 74 Varick St., New York.

Herb Higgins, formerly with the adhesive division of National Starch Products, Inc., has joined the sales force of **Federal Adhesives Corp., Inc.,** Brooklyn.

The Chicago laboratory of **Container Laboratories, Inc.,** was completely destroyed by fire last month. Several months are expected to elapse before the quarters are made usable. Meanwhile, work is being divided between the New York and Pacific Coast laboratories.

H. K. Becker

H. Kirke Becker, 59, president of Peters Machinery Co., Chicago, died last month of a heart attack while en route to Europe with his family, aboard the steamship Mauretania. Mr. Becker was also president of the Packaging Machinery Mfrs. Institute and was widely known throughout the packaging field.

William H. Fricker, for many years general sales manager of M. D. Knowlton Co., Rochester, N. Y., died last month. Mr. Fricker had served as president of The National Paper Box Supplies Assn. and as vice president of the Gummed Industries Assn.

Elmer Z. Taylor, founder of the **Mono Service Co.** of Newark, N. J., acquired by **Continental Can Co.** in 1944, died at his home in East Orange, N. J., May 20. He served Continental as a consulting engineer.

FOIL
ALCOA PACKAGING REPORT NO. 49-3

6 month test proves
Alcoa Foil Wraps have
lowest moisture-vapor
transmission rate

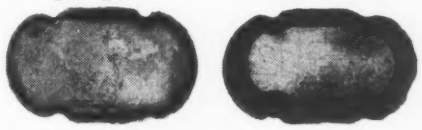
Object of lab test: to compare Alcoa Foil Wrap for self-vulcanizing tire tube patches, with wraps of other materials now in use. Storage conditions—106° F. with 80% relative humidity, for six months.

Conclusions: "Alcoa Aluminum Foil (.001" with No. 391 heat sealing lacquer) protected the self-vulcanizing patches for the full six months duration of the test . . . over six times as long as the best of the other wraps tested." Reason: Aluminum foil stops moisture-vapor transmission . . . preserves many products, from tube patches to foods, longer and better. For further information about Alcoa Aluminum Foil, and the names of foil-minded package manufacturers, write ALUMINUM COMPANY OF AMERICA, 2129G Gulf Building, Pittsburgh 19, Pennsylvania.

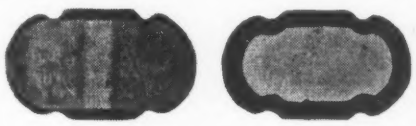
Further information on the results of Alcoa Packaging Laboratory tests is available. Write us concerning your packaging problems.

SELF-VULCANIZING TIRE TUBE PATCHES

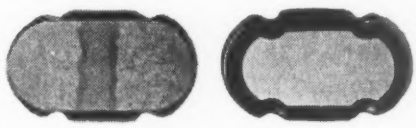
Specimens stored for 6 months
at 106° F.—80% R.H.



Group No. 1
Heat seal wrapped in material A.



Group No. 2
Heat seal wrapped in material B.



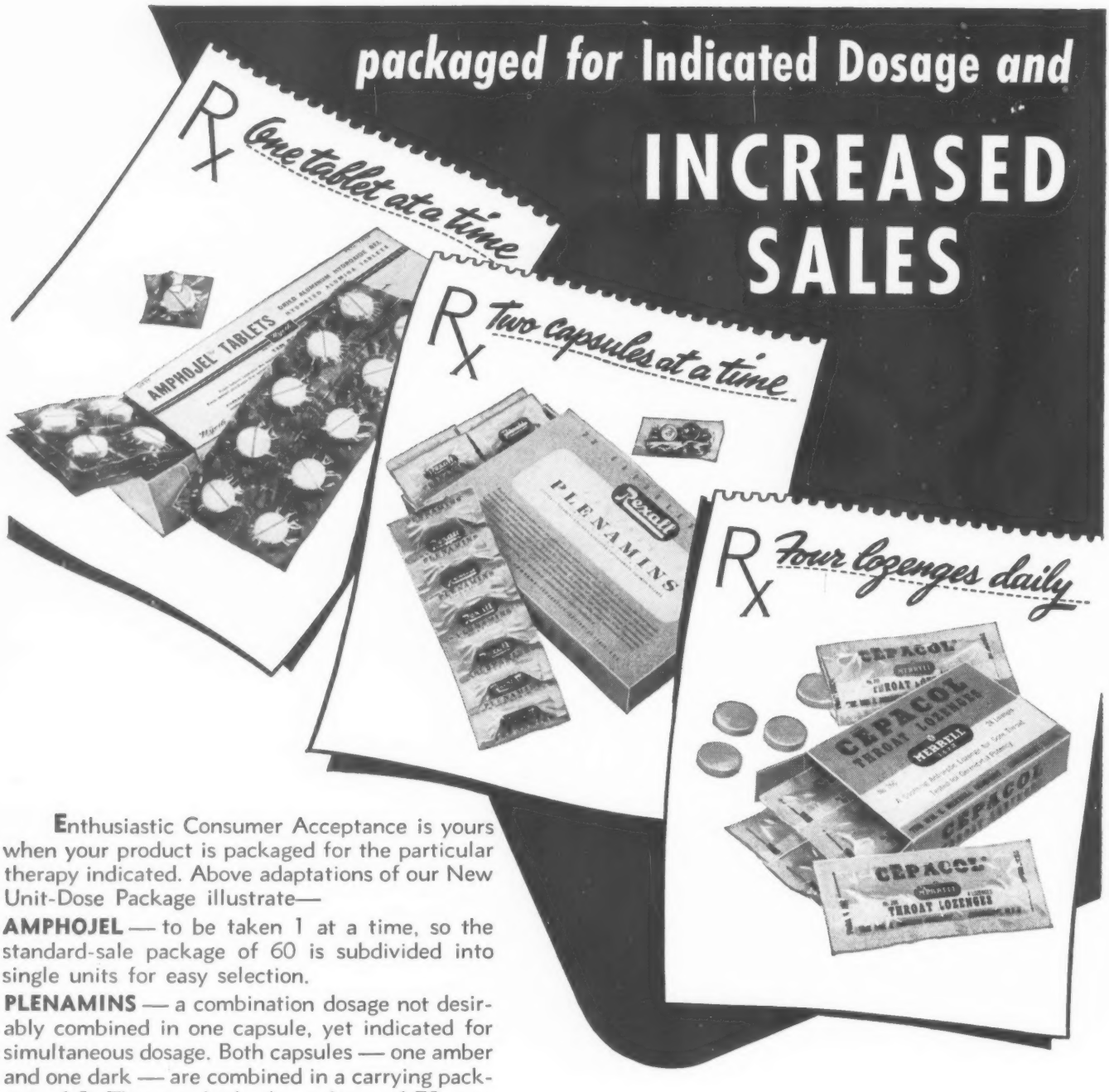
Group No. 3
Heat seal wrapped in .001"Alcoa Aluminum Foil.

ALCOA

ALCOA ALUMINUM FOIL

THE QUALITY PACKAGING MATERIAL FOR QUALITY PRODUCTS

packaged for Indicated Dosage and INCREASED SALES



Enthusiastic Consumer Acceptance is yours when your product is packaged for the particular therapy indicated. Above adaptations of our New Unit-Dose Package illustrate—

AMPHOJEL — to be taken 1 at a time, so the standard-sale package of 60 is subdivided into single units for easy selection.

PLENAMINS — a combination dosage not desirably combined in one capsule, yet indicated for simultaneous dosage. Both capsules — one amber and one dark — are combined in a carrying package of 2. The standard-sale package of 72 capsules, is clean and convenient for the whole family.

CEPACOL — a highly professional throat lozenge, the use of which calls for 4 daily. Therefore a carrying package of 4 (affording perfect protection for a sugar-based product) and a standard-sale package of 24.

The New Unit-Dose Package encourages increased use — and increased sales. If your product is capsule, tablet, cream or powder this revolutionary new method of package offers unusual advantages.

The New Unit-Dose Package *by*

*Sanitape-Sealtite

UNIT PACKAGING

IVERS • LEE COMPANY • 215 CENTRAL AVENUE • NEWARK, N. J.

* Sanitape-Sealtite is a unique method of packaging pills, tablets, capsules, creams and powders, by which each unit or unit dose is sealed in its own air-tight compartment—assuring convenience, protection and maintained efficacy. Packages, methods and machinery fully covered by United States and Foreign Patents, and Patents Pending.

For finest gravure on

cellophane
glassine
laminated foils

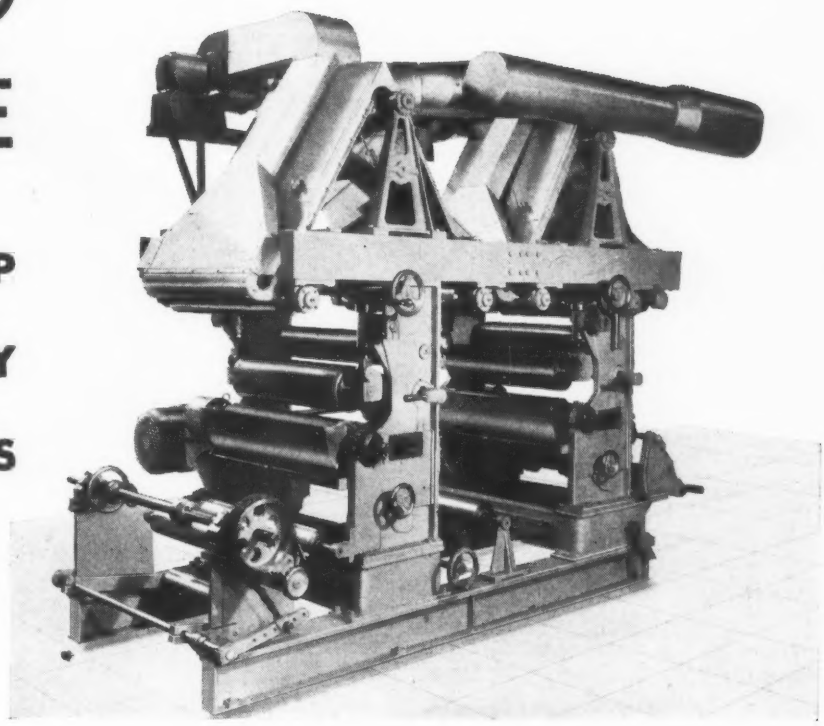
ATF

KLINGROSE

NWP

UTILITY

PRESS



PRINTS one, two or three colors on a 26″-wide web and rewinds to a roll capacity of 16″ diameter. Has individual blower hot-air dryer, and chromium-plated water circulating roll for cooling web before rewinding. Cylinder-circumference range from 12⅝″ to 25⅛″. Speed variations from 4 to 1, up to 200 feet per minute. Ideal for cellophane, paper or foils.

ATF-Klingrose offers the most complete line of gravure presses for every commercial need, embodying many exclusive features to increase efficiency, speed, economy, accuracy and accessibility. Ask any owner of an ATF-Klingrose press to tell you its performance record. For complete information, write to

Write on your company letterhead for free copy of

ATF CYLINDER CALCULATOR

A convenient pocket-size booklet giving accurate diameters for any circumference from 1″ to 60⅞″.

American Type Founders

ATF KLINGROSE GRAVURE DIVISION

200 Elmora Avenue, Elizabeth B, New Jersey

For Your Information

Dr. G. T. Felbeck

At the annual meeting of **The Society of the Plastics Industry, Dr. George T. Felbeck,** vice president of Carbide and Carbon Chemicals Corp., New York, received the John Wesley Hyatt Award presented annually to an individual making an outstanding achievement in the plastics industry. Dr. Felbeck received the award for his contribution to the engineering developments leading to the large-scale manufacture of polyethylene resins and plastics.

The American Management Assn. has announced new officers and committee members for the coming year. The following will be of interest to the packaging field: **Don G. Mitchell,** Sylvania Electric Products, Inc., chairman of the executive committee; **Frederick B. Heitkamp** of ATF, Inc., vice president of the marketing division; **Cecil Dawson** of Dixie Cup Co., **George S. Dively** of Harris-Seybold Co. and **Roger L. Putnam** of Package Machinery Co., members of the board of directors. Re-elected were **Lawrence A. Appley**, president; **Alvin E. Dodd,** honorary president; **J. D. Malcolmson** of Robert Gair Co., Inc., vice president of the packaging division.

"Tinplate," a 27-min. sound film in color sponsored by the **Weirton Steel Co.** in cooperation with the **U. S. Bureau of Mines** and produced by the **Atlas Film Corp.,** depicts step-by-step the making of tinplate from the raw materials to the finished product, with narration in non-technical language. This film is available through the Film Library, U. S. Bureau of Mines, Pittsburgh.

A new two-color, four-page folder has been issued by **The Rapids-Standard Co., Inc.,** on their low-cost Floor-Veyor, Jr. A copy of the folder, Form FVA-149, may be had by writing to The Rapids-Standard Co., Inc., Dept. FJ-413, Rapistan Bldg., Grand Rapids, Mich.

The annual French packaging show, **Salon de l'Emballages**, will take place in Paris this year from Oct. 6 to 16. Allied with it are the Bottling Equipment Exhibition and the Printing & Allied Trades Equipment Exhibition. About 100,000 visitors from all over the world are expected to attend the exposition. One feature of the show will be an International Wing, where various types of containers from all over the world will be displayed. Its center of attraction will be an American exhibit, complied by MODERN PACKAGING, which will be representative of the finest examples of packages produced in the United States. This is the first time that the French show will carry an exhibit of American packaging. MODERN PACKAGING has planned an exhibit for the exposition.

What's doing

July 10–15—**Institute of Food Technologists,** 9th annual Conference, San Francisco.
July 10–15—**National China, Glass & Pottery Show,** Hotel New Yorker, New York.
Aug. 1–4—**National Assn. of Variety Stores,** Hotel LaSalle, Chicago.
Aug. 1–12—**Chicago Gift Show,** Palmer House, Chicago.
Aug. 7–10—**Automobile Accessories Assn.,** Hotel Sherman, Chicago.
Aug. 9–12—**Western Packaging Exposition,** Civic Auditorium, San Francisco.
Aug. 22–26—**New York Gift Show,** Hotels New Yorker and Statler, New York.

The Eleventh Annual Forum of the **Packaging Institute,** scheduled for Oct. 24 to 26 at the Hotel Commodore, New York, will have as its main theme the effect of the current buyers' market on the packaging of consumer goods. In addition, the Institute is planning a "Biopackaging Forum" dealing with the packaging of living things and has invited fruit and vegetable pre-packagers to present their own show in conjunction with the Institute meeting.

The Point of Purchase Advertising Institute will hold its annual symposium at the Waldorf-Astoria Hotel, New York, on April 11 and 12, 1950. On the Fall program is the First Annual Country Club Day, with golf and other sports, at Rock Springs Club, W. Orange, N. J., Sept. 13.

"What is a Polymer," a leaflet describing how compounds, blends and modifications of polymers are processed for use as adhesives, laminants and coatings, has just been published by **Polymer Industries, Inc.,** 1108 30th Ave., Astoria, N. Y. Copies may be obtained from that company.

The Hinde & Dauch Paper Co., Sandusky, Ohio, has published a revised edition of "How To Prepak in Corrugated Boxes." Copies are available on request to the company.

At the recent annual convention of the **Glass Container Mfrs. Institute** the following new officers were elected: **L. F. Gayner,** Gayner Glass Works, president; **I. J. Collins,** Anchor Hocking Glass Corp., chairman of the committee on market research and promotion; **J. C. Feagley,** Armstrong Cork Co., first vice president; **H. F. Merritt,** vice president.

With the completion of a three-year study of the causes of rail freight loss and damage to merchandise shipped in fibreboard boxes, **The Shipping Container Institute,** New York, successfully accomplishing the purpose for which it was organized and has taken formal steps for its dissolution.

At the second annual meeting of the **Associates of the Food & Container Institute** in Norfolk, Va., **Dr. Berton S. Clark,** research director of the American Can Co., was re-elected president. Other newly elected officers are: **Bradley Dewey**, Dewey & Almy Chemical Co., chairman of the board; **Harry J. Williams,** Wilson & Co., Inc., vice president; **J. R. Bishop**, International Minerals & Chemical

★

Short cut macaronis are packaged automatically on Pneumatic equipment shown in operation at the Brooklyn plant of V. La Rosa & Sons, Inc. Each line includes a Carton Feeder and Bottom Sealer, Net Weigher and Top Sealer Machine.

and it's packaged by PNEUMATIC MACHINES

In every category of food – and macaroni is one important example – Pneumatic machines are the most widely used make of automatic packaging and bottling equipment, by a large margin.

That's another way of saying—and proving—that Pneumatic machines do a better job, at a lower cost. Their sturdier construction means longer life, less "time out" for repairs. Their greater accuracy eliminates costly waste of product and spoilage of material. They are engineered to deliver their rated output day in and day out, and to handle it "in stride." Their dependability is a by-word, and a priceless asset to America's leading producers of packaged products. These facts are a matter of record, which any Pneumatic representative will be glad to show you.

★ ★ ★

PNEUMATIC SCALE CORPORATION, LTD., 82 Newport Avenue, North Quincy 71, Massachusetts. Branch Offices in New York, New York; San Francisco, California; Chicago, Illinois; Los Angeles, California; Seattle, Washington.

PNEUMATIC

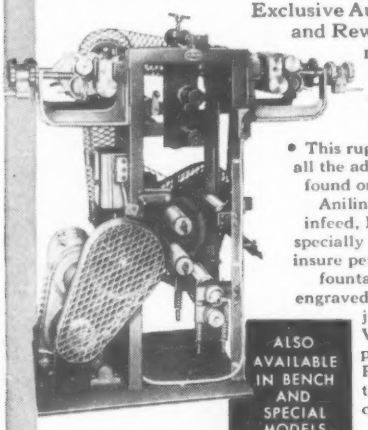
PACKAGING AND BOTTLING MACHINERY

PRINTS TWO COLORS AT HIGH SPEEDS, SLITS, PERFORATES, REWINDS IN ONE OPERATION

PAMARCO AUTO PRINTER

narrow width roll to roll aniline printing press

For fine quality printing on pressure sensitive tape, paper, cellophane and silk, making labels or printing any paper up to 6" width.



Exclusive Automatic Dual Unwind and Rewind allows machine to run continuously while operator merely puts on unprinted rolls and removes printed ones.

• This rugged machine incorporates all the advantages and adjustments found on the full-size PAMARCO Aniline Press. Features accurate infeed, NO-FLEX plate rolls, and specially treated impression rolls to insure perfect register. Metered ink fountains, incorporating Evenflo engraved screen rolls, supply ink in just the right amount. Variable speed motor supplied; jog control included. Parts are standard and interchangeable. Uses ¼" circular pitch gearing.

ALSO AVAILABLE IN BENCH AND SPECIAL MODELS

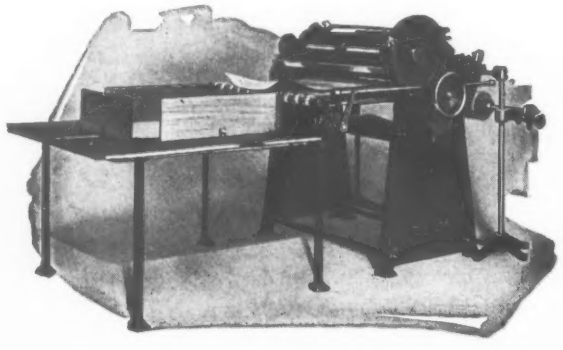
EVENFLO PAPER MACHINERY & RESEARCH • INC.
ROSELLE • NEW JERSEY

Builders of ANILINE PRINTING PRESSES, EVENFLO ENGRAVED ROLLERS, PAPER CONVERTING MACHINERY

Sheet Cutting on your BECK

The Beck Sheet Cutter cuts everything from cellophane to light board, increases production, sizes accurately and needs only part time supervision by an unskilled operator. Electric eye feature available for register control.

Avoid cutting charges. Have the right size sheet always on hand with a Beck Sheet Cutter. Thousands sold to packers. Write.



CHARLES BECK MACHINE CORPORATION
13th & Callowhill Streets, Philadelphia 8, Pa.

For Your Information
(Continued)

Corp., director and treasurer. **Col. Rohland A. Isker** will continue as secretary.

A group of firms specializing in all forms of export packing has founded the **Export Packers Assn. of New York, Inc.,** at 255 18 St., Brooklyn, to cooperate in the current campaign to reduce shipping claim losses by improved packing.

The J. M. Huber Corp. has prepared a 60-page ink sample book showing how basic colors will vary in shade when reproduced on different corrugated board finishes with different types of inks. Copies of "Corrugated Box Ink Colors" may be obtained by writing the company at 620 62 St., Brooklyn.

Horace Gooch, Jr., treasurer of Worchester Moulded Plastics Co., was elected president of **The Society of The Plastics Industry, Inc.,** at their recent annual meeting.

The cornerstone has been laid in Washington, D. C., for a new million dollar research center to house the Eastern laboratories of the 42-year-old **National Canners Assn.** This association was the first national trade group to establish a laboratory solely for its industry's research and technical problems. Construction of an additional research center in California also is being planned.

For those interested in pre-packaging at the retail level, **Sylvania Division, American Viscose Corp.,** New York, has prepared a brochure entitled "Sylvania Cellophane For Retail Store Prepackaging." Copies of the brochure may be obtained from the company.

Further relaxations of Orders M-43 and M-81, which control industrial uses of tin, have been announced by the **Commerce Department's Office of Domestic Commerce.** Major changes in M-81, which sets specifications for tinplate used in the manufacture of cans, permit use of 0.25-lb. tinplate or special coated manufacturing terneplate for packaging any product, and for the use of 0.50-lb. tinplate in the production of all hand-soldered cans, drawn necks and nozzles and soldered parts of 5-gal. square cans.

A semi-technical booklet on Dow Latex 512K, a coating material for improving clay-coated papers, has been issued by the **Dow Chemical Co.,** Midland, Mich. It may be obtained from Midland or from any Dow sales office.

The recent issue of the **U. S. Dept. of Commerce's** "Containers and Packaging Report," is devoted mainly to a survey of packaging trends in the brewing industry. Supplies of both cans, bottles and kegs now are reported adequate to meet all requirements. Published quarterly, the report is available at 60 cents a year from the Superintendent of Documents, Government Printing Office, Washington 25, D. C., or from any field office of the Department of Commerce.

Wrap-Ade Machine Co., Inc., Belleville, N. J., have issued a new brochure illustrating their complete line of heat-sealing crimpers. Copies are available from the company.

Only cellophane gives you so much for your packaging dollar

Just the qualities you need for a successful package!

That's the reason for the widespread acceptance of Sylvania Cellophane types P-1 and MS for wrapping shirts, sheets, hosiery and other dry goods.

This cellophane offers you true transparency—sparkling clarity and sales appeal. Here is uniform strength that stands up under automatic application, shipping, and retail handling. Here is dust protection—the sanitary qualities so important in selling personal items.

The Sylvania representative will see that you get the right combination of properties you need for successful packaging. Talk over your packaging problems with him or write to Market Development, Dept. **MP-7,** for information mentioning the specific application in which you are interested. You will find us most cooperative.

Here's a natural for baby. Sanitary, dustproof overwrap assures cleanliness . . . makes an attractive package that's tops in sales appeal.

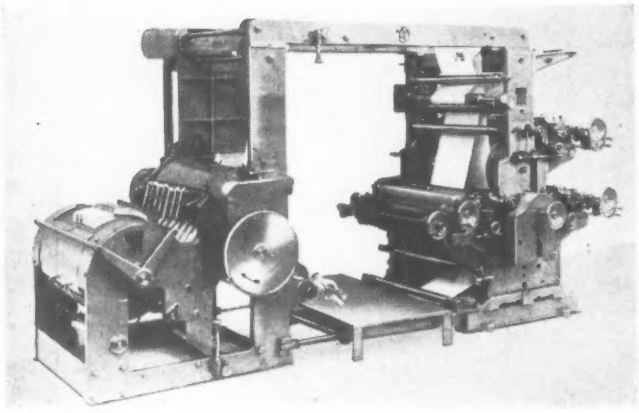
SYLVANIA CELLOPHANE

SYLVANIA DIVISION AMERICAN VISCOSE CORPORATION

Manufacturers of cellophane and other cellulose products since 1929

General Sales Office: 350 Fifth Avenue, New York 1, N.Y. *Plant:* Fredericksburg, Va.

FROM ROLL TO SHEET... IT'S HARD TO BEAT!



With a steady output of 15,000 sheets per hour, and a maximum six sheet of 25½" x 19¾", the Heinrich "GF" Multicolor Printer & Sheeter is hard to beat!

Here's why you get the most for the least:

1. One to four colors on one side or two colors on each side
2. Prints four letterhead size on a sheet
3. Prints and sheets paper, cellophane, foil and board
4. Dries instantly, perfect register without electric eye.

Let us know your color requirements. We guarantee an attractive price.

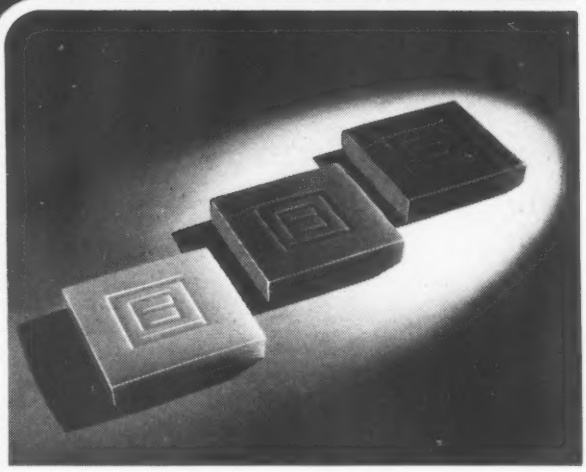
WRITE OR CALL

H. H. HEINRICH

FOR INFORMATION

H. H. HEINRICH, INC.
200 VARICK STREET, NEW YORK 14, N. Y.

With Wax You're Sure



BARECO *Microcrystalline* WAX

Protecting the Consumer and Protecting *You Too, Mister Producer*

Contamination and spoilage ruin thousands of pounds of foods each year. To test the amazing protective qualities of Bareco Microcrystalline Waxes is to insure that your food produce STAYS wholesome in the package. In one stroke, therefore, you protect your consumer by giving him healthful foods while you save yourself money by cutting down on spoilage.

- High Water Vapor Resistance
- Excellent Heat-Sealing Characteristics
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- **High tear-resisting toughness and flexibility, even below zero . . . due to basic elasticity.**
- **Heat sealability.**
- **Surface dryness that prevents sticking, clinging or blocking; and provides easier, faster handling.**

Typical of the remarkably wide range of usefulness and protection provided by BAKELITE Polyethylene are the items illustrated, supplied by The Visking Corporation.

It is easy to see why so many manufacturers are selecting BAKELITE Polyethylene for packaging perishable products such as fresh and frozen foods, flowers, candy, cosmetics, tobacco and the like. Let us send you complete information on the use of BAKELITE Polyethylene—or VINYLITE Brand Plastics—in film, molded or extruded forms, or for coating paper or foil. Write Department GQ-55

Big packages, too! Quilt and mattress pads are sealed in strong transparent BAKELITE Polyethylene film by VISQUEEN. They seal out moisture, air, dirt, and give utmost display.

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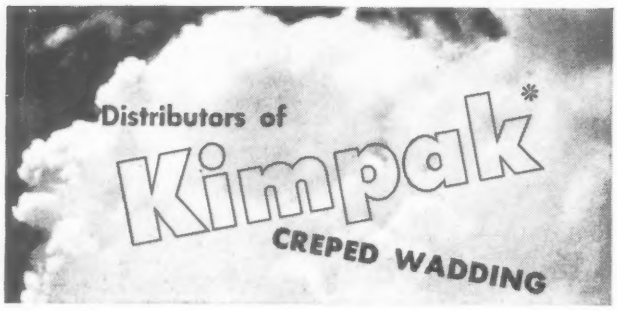

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U.S. Patents Digest

Edited by H. A. Levey

This digest includes each month the more important patents which are of interest to those who are concerned with packaging materials. Copies of patents are available from the U. S. Patent Office, Washington, at 25 cents each in currency, money order or certified check; postage stamps are not accepted.

Container, H. Kinberg (to American Can Co., New York, N. Y.). U. S. 2,467,392, Apr. 19. A hermetically sealed, pry-off, friction-plug container comprising a tubular body having an annular countersunk friction ring secured to an end seam.

Portable Container for Liquefied Gases, O. A. Hansen and W. J. Anderson (to The Linde Air Products Co., a corporation of Ohio). U. S. 2,467,428, Apr. 19. In a double-walled container for transporting and storing liquefied gases at low temperatures, said container having an inner liquid holding vessel and an outer shell about said vessel with insulating space between inner vessel and shell, outer shell having a main axis substantially coincident with axis of inner vessel.

Holding Case for Bottles and the Like, D. P. Reynolds (to Reynolds Metals Co., Richmond, Va.). U. S. 2,467,698, Apr. 19. An extruded metal body for a case adapted to hold bottles and the like, said body being formed of a single extrusion and consisting of a bottom wall, side walls and a plurality of division walls, side walls formed with longitudinal ribs near lower margins.

Flap Holding Means for Cartons, S. K. Smart (to Shinners Packaging, Inc., Springfield, Mass.). U. S. 2,467,702, Apr. 19. The combination in a carton of a flap for closing one end thereof and foldably connected along a line of fold to one wall of the carton, said flap having foldably connected to its other end a tongue to lie against inner face of opposite wall.

Removable and Re-Usable Key for Extracting Contents from Collapsible Tubes, R. R. Aluise, Williamsburg, Pa. U. S. 2,467,719, Apr. 19. A winding key for extracting contents from collapsible tubes made from one plate of metal cut to form an L-shape having a long and a short leg and bent longitudinally along the long leg to form a U-shape body having two jaws opposite each other and a flat oblong winding handle normal to the length of and in the same plane as one of the jaws, this winding handle permitting a firm grip and promoting easy, smooth manipulation in winding tube to extract contents.

Machine for Filling Receptacles with Measured Quantities of Material, J. W. McCaslin (to International Milling Co., Minneapolis, Minn.). U. S. 2,467,766, Apr. 19. In a packaging machine, the combination of a rotary turntable having a plurality of packing forms thereon, movable intermittently to position forms successively in package-receiving position, means for placing packages into forms and compressing contents thereof while in forms, said forms having movable bottoms which move downwardly when packages are inserted therein.

Bag Making Machine, C. K. Billeb (to Milprint, Inc., Milwaukee, Wis.). U. S. 2,467,879, Apr. 19. In a bag making system, means for advancing a flattened tubular ribbon of material longitudinally along a rectilinear path, a pair of elongated parallel carrier cradles simultaneously revolvable at like speeds, but in opposite directions, entirely on opposite sides of said path and a sealing bar carried by an intermediate portion of each of the cradles and revolvable therewith.

Blank Aligning Mechanism, I. J. Gannon and J. R. Harvey (to The Ohio Boxboard Co., Rittman, Ohio). U. S. 2,467,973, Apr. 19. In a mechanism for insuring aligning, registering and interlocking, the cut carton blanks of sheets of same delivered to form a pile, by depressing portions adjacent to cuts therein.

High Speed Vacuum Sealing Cap, F. W. Krueger (to Food Machinery & Chemical Corp., San Jose, Calif.). U. S. 2,467,979, Apr. 19. A cap for use in vacuum sealing the mouth of a container, said cap comprising a disk-like body having an annular peripheral recess surrounded by annular securing flange, sealing material in annular recess for engaging container mouth to form a seal when cap is advanced in sealing relation with mouth.

Receptacle Filling Machine, H. D. Schlechter, New York, N. Y. U. S. 2,467,995, Apr. 19. A machine for filling receptacles with a predetermined number of articles, comprising a

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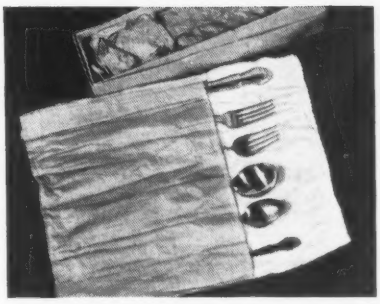

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U.S. Patents Digest
(Continued)

hopper, endless conveyor for carrying articles from hopper, guide means extending from conveyor.

Filling Machine for Gas-Mask Canisters, S. M. Jessop, Baltimore, Md. U. S. 2,468,076, Apr. 26. A machine for filling and packing granular absorbents into gas-mask canisters comprising a rotary carrier, means for supporting a plurality of canisters beneath carrier, means for continuously vertically vibrating carrier and canisters throughout their complete rotation, carrier having an opening in alignment with each canister for passing granular absorbents into canister, same being equipped with a cut-off valve.

Folding Carton, F. C. Shina (to United Board & Carton Corp., New York, N. Y.). U. S. 2,468,123, Apr. 26. A carton with a plurality of joined side walls having free edges at one end thereof, a sectional end wall arranged substantially normal to side walls and spaced inwardly from free edges, end wall comprising complemental halves having meeting edges and a flap integrally joining each half to one side wall and a flap integrally joined to each half along meeting edges.

Box Spacing Means, E. Prati (to Ida Prati and Edward Prati, Astic, Calif., and Josephine Prati Poland, San Francisco, Calif.). U. S. 2,468,231, Apr. 26. A rectangular box having box spacing means secured to its opposite ends, said means comprising only one cleat secured diagonally to each end and extending substantially over center of box end, said cleats being oppositely inclined and projecting outwardly from surfaces of box ends.

One-Piece Paper Container, J. Norden, Woodmere, N. Y. U. S. 2,468,306, Apr. 26. An open-ended container formed from a blank of paper having pleats forming a multi-ply bottom from central portion of blank and multi-ply side walls formed from portions extending radially of central portion, free edges of blank terminating in a common plane at bottom of container, plies of bottom and side walls being sealed together.

Collar-Can Collar and Mounting, J. Coyle and W. F. Punte (to Continental Can Co., Inc., New York, N. Y.). U. S. 2,468,485 and 2,468,486, Apr. 26. In a sheet-metal container, a container body annularly scored adjacent its upper extremity to provide a tear strip, a collar snugly fitting within body and main body portion lying opposite and extending above and below the tear strip.

Collar-Can Collar Mounting Method, J. Coyle and W. F. Punte (to Continental Can Co., Inc., New York, N. Y.). U. S 2,468,487, Apr. 26. A method of mounting a collar in body of collar can, said body having an outwardly directed bead and said collar including a pleated portion having an outwardly directed bead and said collar including a pleated portion having an outwardly directed nose formed by inwarding diverting flat flange portions and joined to collar by outwardly directed flat-flange portions which are narrower than diverging flange portions.

Method of Mounting Collar-Can Collars, J. Coyle and W. F. Punte (to Continental Can Co., Inc., New York, N. Y.). U. S. 2,468,488, Apr. 26. Method of mounting collar in collar-can body having an outwardly extending annular bead therein, said collar including a body and annularly pleated portion having an outwardly directed nose initially disposed within the circumferential limits of collar body and formed by inwardly diverging flange portions merging at their inner termini into outwardly directed flange portions.

Method and Machine for Packaging or Wrapping of Articles, L. L. Salfisberg (to Ivers-Lee Co., Newark, N. J.). U. S. 2,468,517, Apr. 26. Steps in method of making packages comprising continuously longitudinally feeding strips of flexible airproof material in opposed relation to each other, making intermittent deposits of substance to be packaged between said strips, hermetically sealing strips together in zones encircling deposits of substances to form compartments enclosing said deposits.

Box, J. W. Chalmers (to Molins Machine Co., Ltd. London, England). U. S. 2,468,543, Apr. 26. A box of oblong rectilinear shape in cross-section made of paperboard or other like resilient material with front and back walls substantially parallel and forming the longer sides of the oblong, said box comprising a relatively deep body portion with opening at top thereof, top arranged at different heights to facilitate access to contents.

Portable Machine for Applying a Short Length of Tacky Adhesive Tape, K. J. Franke, Linden, N. J. U. S. 2,468,619, Apr. 26. A device combining a pair of spaced supporting plates, one of which is apertured to receive therethrough a roll of adhe-

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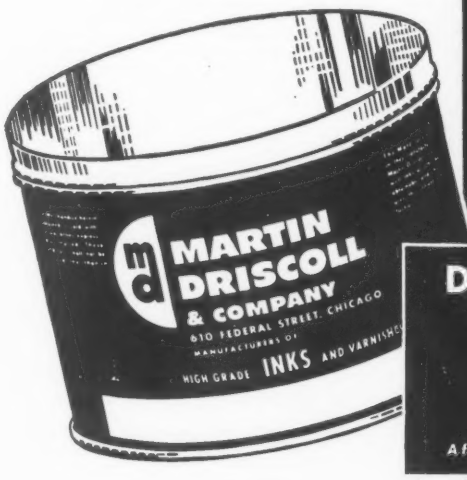

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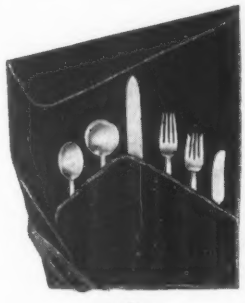

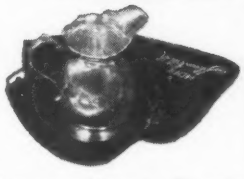

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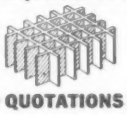

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U.S. Patents Digest
(Continued)

sive tape, and tape-feeding and supporting means comprising a pair of bands, portion of which underlie tacky side of tape.

Water-Base Printing Ink, V. A. Lauderman (to The Champion Paper & Fibre Co., Hamilton, Ohio). U. S. 2,468,633, Apr. 26. A water-base printing ink comprising an aqueous vehicle and, by weight based on 100 parts of pigment, 30 to 40 parts of an alkali-dispersible protein, 3 to 10 parts of a natural resin, sufficient caustic alkali to saponify the resin, and a sugar in an amount from 2 to 7 times the amount of protein, ink having a pH between 7 and 10.5

Method of Making Unit Dispensing Packages, G. W. Wallace, Waynesboro, and J. W. Trew, Gettysburg, Pa. U. S. 2,468,695, Apr. 26. The method of packaging a commodity consisting of relatively small units such as apples and the like, for display, which comprises the steps of placing in a prescribed position a wrapper element comprising a central relatively long band and wide end panels, placing over the band a wrapper sheet of transparent material, then assembling the units in prescribed stacked arrangement on the sheet over the band and folding in such a way as to form a complete envelope about the commodity.

Closure Cap Turning Means, W. B. Johnson, U. S. Army, Easley, S. C. U. S. 2,468,757, May 3. A rotary cap for closing the filling aperture of a container comprising a circular plug-like body portion including a circular peripheral planar flange and a plurality of lugs integrally formed with the outer periphery of circular flange and spaced substantially equidistantly, lugs extending outwardly and doubling back on itself to form a loop providing a relatively large manually engageable contact plane for leverage and to aid in manual application and removal of cap.

Retaining Means for Closure Caps, W. B. Johnson, U. S. Army, Easley, S. C. U. S. 2,468,758, May 3. A closure cap for sealing filling opening of a container, being equipped with a retaining link pivotally connected to main housing of container.

Printing Inks, C. A. Rietz and R. F. Lecture (to Interchemical Corp., New York, N. Y.). U. S. 2,468,779, May 3. A typographic ink characterized by its ability to be set by application of water to the film and by its stability at high humidities.

Folded Box, B. H. Barter (to Great Southern Box Co., Inc., New Orleans, La.). U. S. 2,468,951, May 3. Box assembled from one piece of folded blank, side and end panels each comprising an outer panel portion integrally connected to bottom, an inner panel portion parallel to outer panel portion and substantially congruent therewith.

Machine for Applying Labels to Containers, T. L. Cook, San Francisco, Calif., U. S. 2,469,922, May 3. In a device of this type, a platform, means for rolling containers over platform, means in the path of containers for applying a layer of, adhesive and including an applicator and means for delivering a predetermined quantity of adhesive sufficient for applying a layer of adhesive to container.

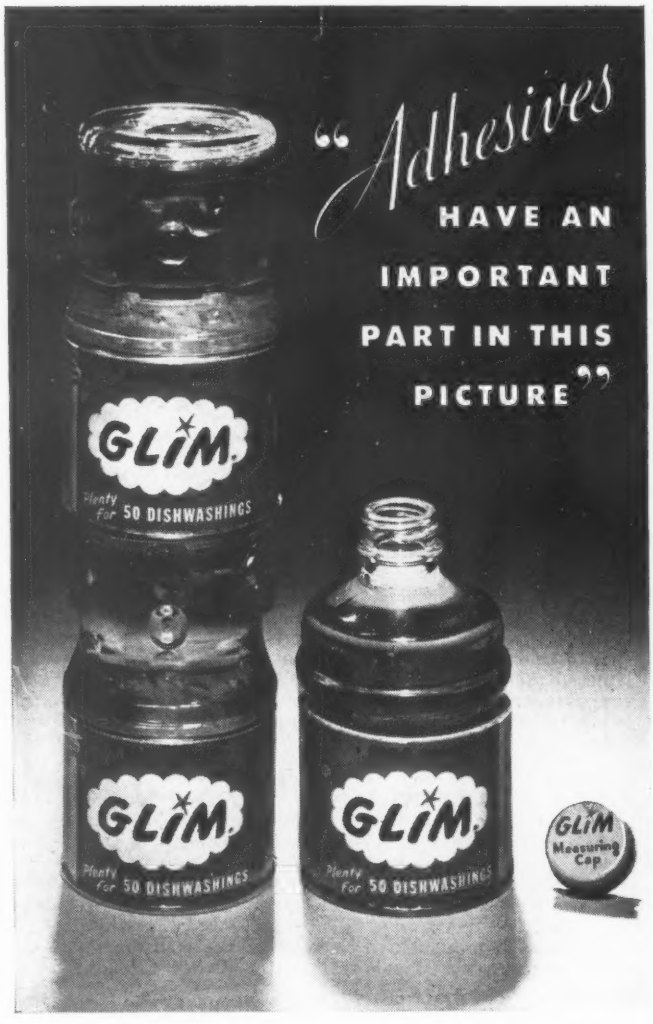
Double-Wall Vessel, R. A. Gulick (to Stator Corp., a corporation of Rhode Island). U. S. Re: 23,106, May 3. A double-wall vessel of the type having nested inner and outer containers of ceramic with narrow upper and wide lower body portions.

Filter Cartridge Package, T. E. Aldham (to Fram Corp., a corporation of Rhode Island). U. S. 2,469,025, May 3. A filter cartridge package comprising an open-ended tubular sleeve and a compressible cartridge of the sock type within said sleeve and frictionally engaging inner surface thereof.

Packaging, L. H. Cargill (to Specialty Packaging Co., Prospect Park, Pa.). U. S. 2,469,156, May 3. A package for rotor blades having an airfoil section and a reduced mounting portion, comprising a generally oblong box, a pair of generally C-shaped frames mounted in longitudinally spaced relation transversely in box, with open side of C-shaped frames extending upwardly to form transversely spaced supporting arms generally parallel with bottom of box.

Package Wrapper, L. Peters, Evanston, Ill. (one-third to Helen M. Peters). U. S. 2,469,204, May 3. A package wrapper comprising a translucent web of flexible material suitable for kneading oleomargarine therein, said wrapper being adapted to be sealed about a body of oleomargarine.

Bottle Capping Die, A. H. Bedworth and L. G. Curtis, Winchester, Mass. (said Bedworth to Curtis). U. S. 2,469,191, May 3. A machine for sealing a cap about mouth and neck of bottle, comprising a cylindrical casing having an open lower end



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Executive Offices: **110 East 42nd St., New York 17, N. Y.**

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Adhesives?... ARABOL!

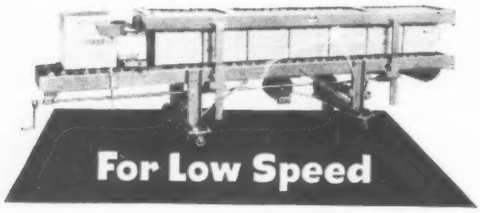
GIVE YOUR PRODUCT Shatterproof PROTECTION with LUSTEROID Vials and Tubes

Customers appreciate products packaged in Lusteroid. They know that these products are *safe* from accidental roughness in handling because Lusteroid will not break.

It's worth looking into Lusteroid for product protection *and* distinctive packaging. There's economy in handling, labeling, packing and shipping. All colors of the rainbow—clear or opaque. Sizes from ¼" to 1¼" in diameter and lengths up to 6" with cork, slip-on or screw-cap closures.

Write for descriptive bulletin.

LUSTEROID CONTAINER COMPANY, INC.
10 Parker Avenue, West
Maplewood, New Jersey



Where total volume is small, or wnere small runs are handled periodically, PACKOMATIC's hand-glue, belt compression sealer is a preferred unit for the manual application of adhesive and compression sealing of cases. Equipment has feed table, glue pot and brush. Only one operator is rdquired.

For production requirements up to 3,000 cases per hour, PACKOMATIC's *automatic* Model D shipping case and gluer, with belt compression sealer is recommended. Unit is adastable . . . flexible. Write for literature, or consult classified directory for nearest PACKOMATIC office. J. L. Ferguson Company, 879 Republic Ave., Joliet, Ill.

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PACKAGING MACHINERY J.L. FERGUSON CO. JOLIET, ILL.

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QUALITY CANS • QUALITY SERVICE

The primary service aim of Eastern Can Co. is to prevent the occurrence of packaging problems and complications which may cause our customers troublesome delays. To this end, Eastern performs a variety of research functions and certifies that all deliveries will be made promptly. Visit our sample showroom before you purchase.

EASTERN CAN COMPANY, INC.

Keap Street, Wythe & Kent Avenue, Brooklyn 11, N. Y.

Phone: ULster 5-0100

U.S. Patents Digest
(Continued)

for receiving neck of bottle having a cap formed with a flange and disposed on its mouth, inner peripheral wall of casing having outwardly flaring cam-like annular member, sealing member mounted within and movable axially relative to said casing, said sealing member having a central body engageable with body of cap positioned on mouth of bottle to be sealed.

Envelope, E. R. White, New Rochelle, N. Y. U. S. 2,469,251, May 3. A single-seam envelope consisting of a single front, two side flaps on the sides of front permanently joined at their free end to form the back, with a bottom flap folded over sides.

Spoon Package, E. C. Siewert (to Marathon Corp., Menasha, Wis.). U. S. 2,469,343, May 3. A carton comprising tray portion and hinged cover, said carton comprising front, rear and end walls for retaining a product to be consumed, a cover portion hinged to rear wall of tray portion of suitable dimensions for closing the open end of tray portion and having an extension panel to form a tuck portion, a pocket provided in cover to hold an implement for dispensing food packaged within tray portion.

Method of Wrapping and Labeling Receptacles, W. T. Burbank (to Sutherland Paper Co., Kalamazoo, Mich.). U. S. 2,469,366, May 10. The method of wrapping and labeling groups of nested receptacles having inset bottoms with heat-sealable wrapping material, comprising steps of advancing a strip of transparent heat-sealable material and a label strip superimposed thereon and facing downwardly and conforming the wrapping strip to an upwardly facing channel section, then placing groups of nested receptacles in spaced relation on said conformed wrapping strip.

Coloring Package for Oleomargarine, H. A. Rohdin, Glen Ridge, N. J. U. S. 2,469,521, May 10. An oleomargarine package comprising a wrapper snugly fitting a body of oleomargarine, a closure for wrapper of type comprising at least one triangular ear formed of wrapper material, ear being open to the interior of package, a rupturable capsule of coloring matter in ear and a heat seal partially closing off the opening between ear and space occupied by oleomargarine, said partially closed opening providing a channel for passage of coloring matter from the ear to the oleomargarine when capsule is broken.

Container, M. I. Williamson (to National Folding Box Co., Inc., a corporation of Connecticut). U. S. 2,469,535, May 10. A container for powdered material having a tubular body portion and siftproof end closure.

Method of and Machine for Making Unitary Set-Up Covered Boxes, H. J. Goss (to Central National Bank of Cleveland, Cleveland, Ohio). U. S. 2,469,641, May 10. Steps in the method of making a unitary covered box from a blank of suitable foldable material cut and severed to provide rectangular bottom and cover areas and doubled front and rear panels. Also describes machine for making said boxes.

Multisection Envelope and Blank for Forming the Same, T. A. Terry (to C. & M. Envelope Co., New York, N. Y.). U. S. 2,469,853, May 10. An envelope formed from a single unitary folded paper blank, blank having a central portion to form the front of envelope and having same size as finished envelope, front portion having a top wing to form the sealing flap of the envelope and having a bottom wing of at least the same size as front and arranged to be folded against front portion to form a partition for dividing the envelope into two distinct compartments.

Multichamber Container, L. E. Robertson, East Weymouth, Mass. U. S. 2,469,865, May 10. A container comprised of two elements, horizontal and vertical cross-sectional areas of one element being smaller than the corresponding cross-sectional areas of other element, larger element having a plurality of chambers, one of which has an open side through which smaller element can be inserted.

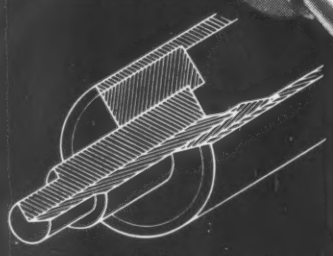
Apparatus for Packaging Material, N. E. Dorrington and J. A. Dyker (to St. Regis Paper Co., New York, N. Y.). U. S. 2,469,953, May 10. In apparatus for filling valve bags, a scale adapted to be locked in fixed position and releasable for weighing action, hopper mounted on scale, filling spout, manually operable clamp for securing bag to spout, timing device and flow control.

Collapsible Box, A. M. Lewis and P. B. Weiler, Detroit, Mich. U. S. 2,470,174, May 17. A collapsible box formed from a single sheet of paperboard, comprising a bottom, pair of oppositely disposed side walls swingable to extend at right angles to bottom and extend parallel thereto, and cover swingable on one of side walls and embodying a pair of swingable sections.

FOR BETTER ANILINE PRINTING

Use no-flex PLATE ROLLS

- CAN'T FLEX OR WHIP
- GROUND FINISH INSURES ACCURACY
- FAST DELIVERY
- LOW IN COST



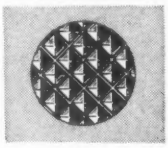
UNCONDITIONALLY GUARANTEED FOR SEVERE SERVICE

CUTAWAY SHOWS HOW EXCLUSIVE PROCESS FUSES ENTIRE JOINT INTO ONE SOLID MASS, INSURING EXTREME RIGIDITY. TUBE CONSTRUCTION REDUCES WEIGHT.

No-Flex — the new plate rolls that completely eliminate flexing and whipping — are your guarantee of a perfect impression. Special high speed lathes and equipment and improved methods of manufacture mean you get precision made rolls, quickly, and at lower cost. All No-Flex rolls are ground finished to your exact specifications and carefully inspected before shipment. The next time you need plate rolls, call Pamarco for faster service, lower cost and a better printing job.

EVENFLO ANILINE INKING ROLLS METER THE INK FOR BEST RESULTS

EVENFLO ENGRAVED ANILINE INKING ROLLERS — Eliminate ink waste, poor quality runs and rejects due to faulty inking and require no time-consuming adjustments. Evenflo Rollers meter the ink in the exact quantity needed, continuously and automatically. Proper inking — without operator attention — saves stock, ink, press down-time and operator fatigue. Using Evenflo Aniline Inking Rollers means high production quality — lower production costs.



ENLARGED VIEW OF ENGRAVED SURFACE SHOWS SCREEN THAT AUTOMATICALLY FEEDS CORRECT AMOUNT OF INK.

Quotations on plate, impression, special rolls and custom equipment supplied without obligation

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EVENFLO ENGRAVED ROLLERS
PAPER CONVERTING MACHINERY

PAPER MACHINERY & RESEARCH, INC.
1014 OAK STREET • ROSELLE, NEW JERSEY

Clearsite*

uniform — "no bottle-neck"

plastic containers

with polyethylene closures

Clearsite Containers are perfectly mated to polyethylene closures — none too tight, none too loose. They join in a water-tight seal — vigorous shaking won't budge it — yet the closure is easily slipped off with a flick of your thumb. It's a perfect fit every time with **Clearsite.**

Other Advantages Of Clearsite Containers

Shatterproof • streamlined neck design for choke-free filling and dispensing • 1/5 weight of glass — less bulk, economical to ship and handle • imprinted with your label during manufacturing • seamless • crystal clear or gem-like colors • rigid or flexible • large variety of stock sizes available • can be made in all thermoplastics • can be furnished for molded or metal screw caps as well as other types of closures.

*T.M. Reg.

ESTABLISHED 1919

Celluplastic CORPORATION

52 Avenue L, Newark 5, New Jersey

"America's #1 Source For Plastic Containers"

an URGENT message to the packaging field

PACKAGING INSTITUTE, INC.

A Technical Association Devoted to Packaging

342 MADISON AVENUE • NEW YORK 17, N.Y.

July 8, 1949

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SPECIAL ADVANCE NOTICE

The most important meeting in the history of the Packaging Institute will be held at the Hotel Commodore, in New York City, October 24, 25 and 26. Coming at a time when many manufacturers of packaged products are finding both profit margin and sales volume sinking to critical levels—the Institute's Eleventh Annual Forum will focus on the subject that now dominates the thinking of every executive and technician in the packaging field: How to cut packaging costs and sell more merchandise.

Special seminars and general meetings (all at the Hotel Commodore) will attack this paramount problem and examine its effect on every phase of the packaging operation—methods, design, materials, equipment.

Details of the program will be announced during the next two months...But we earnestly urge all packaging men who are interested in this question—whether members of the Packaging Institute or not—to make arrangements now to be at the Commodore for the entire session, October 24-26.

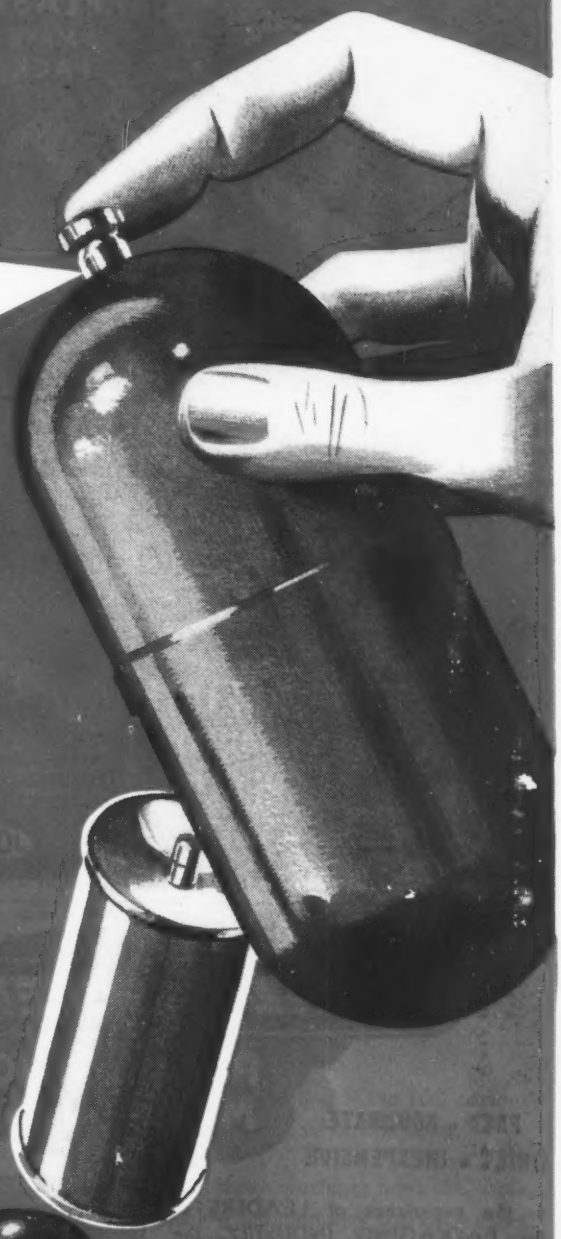
By Direction of the Board of Directors

L V Burton

L. V. Burton
Executive Director

*** Watch for detailed announcement of the Eleventh Annual Forum in the August and September issues of MODERN PACKAGING!**

BOMBS AWAY!



Those who have acquired a distaste for normal household effluvia and the presence of insects are routing them with spray "bombs." These bug-blasters and air-purifiers come in heavy-duty, high-pressure "bombs" which strongly resemble the real thing, and also in low-pressure cans.

The public expended some 7,000,000 rounds of this ammunition last year, and is expected to treble this activity in 1949. These sprays are rushed to the front, as you might expect, in corrugated cases which keep them safe and inert till they reach the bombardier's hands.

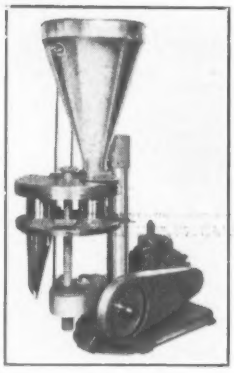
MEAD .009 Chestnut Corrugating and Liners are well suited for the cases which house these somewhat touchy products. MEAD Corrugating is extra strong—made of chestnut and other hardwood fibres to withstand rough handling and shipping hazards. It's been doing an outstanding protective job for over 20 years.

MEAD BOARD IS SOLD DIRECT BY
MEAD BOARD SALES, INC.
3351 MADISON ROAD, CINCINNATI 9, OHIO

WHIZ-PACKER
PACKAGING MACHINES

FAST • ACCURATE
QUIET • INEXPENSIVE

In the experience of LEADERS of the PACKAGING INDUSTRY, the FAMOUS WHIZ-PACKER fills from the tinest up to 10 pounds at any practical speed desired with amazing accuracy.



POP CORN	CRYSTALS	NOODLES
FROZEN FOODS	CEREALS	BEANS
POWDERS	SPICES	NUTS
CANDIES	SEEDS	ETC.

SCIENTIFICALLY ENGINEERED AGITATION SUPPLIED TO SUIT ANY PRODUCT

SOLE DISTRIBUTORS

EASTERN STATES
Amsco Packaging Machinery, Inc.
31-31 48th Ave. Long Island City, N. Y.

WESTERN STATES
Simplex Wrapping Machine Co.
534 23rd Ave. Oakland, Cal.

MID-WESTERN AND SOUTHERN STATES
Miller Wrapping and Sealing Machine Co., 18 Clinton St., Chicago, Ill.

MANUFACTURED BY
Frazier & Son
334 CORTLANDT ST., BELLEVILLE 9, N.J.

Publicizing the package

(*Continued from page 75*) to these avenues, however, demands intelligent and organized planning.

Publicity may be handled by an individual usually in the packager's advertising or sales department as an adjunct to his regular job, by the company's own publicity department if the company is large enough to support one, through an outside public relations counsel who may be hired for the special job, or on a retainer basis, or through the company's advertising agency.

Regardless of who handles the publicity or the preparation of the news releases, it is essential to see that the news stories are timed correctly with the rest of the promotion program. News leaking out before the product is actually on the market is often felt to be injurious to the program, because it creates a demand before there is a supply.

Placing of the news releases should be studied carefully. Select the publications which have reason to be most interested in your subject as a legitimate news item. Sending releases to publications that have no real interest in them is a waste of the publicity budget.

The day when publicity had to be—or could be—purchased by the placing of advertising is gone, so far as any first-rank publication with a paid circulation is concerned. Such magazines today maintain complete independence between their advertising and editorial departments. Each article subject is considered solely on its merits, from the standpoint of value to the readers. Since the recognition of your package by this type of publication carries far more weight than dozens of "balloons" in fly-by-night, free-circulation papers, it pays to present your publicity in an expert and helpful way—and offer an exclusive, if possible, since that is the only way that such publications can give a big play to your story, no matter how much they like it.

It is wise, therefore, to sound out the leading publication in each specific trade field to see if it might not want your story exclusively in that field before sending it out as a general publicity hand-out. This may assure dramatic feature coverage in a leading publication, where you would only receive brief mention or no mention at all if the story were sent out generally to all publications in a field at the same time. Such queries can be made well in advance and editors of reliable publications will respect your confidence if, on your part, you assure them an exclusive story, if wanted.

Your story should be tailored carefully to the style and readership of the publication to which you offer it. A feature story in a trade publication is a matter far different from a news release to a daily paper.

A news story should be written in concise newspaper style, telling essential facts in the opening sentence so that an editor does not have to read through a lot of words to find out what it is all about. In addition, your story should contain all essential details about what the new package aims to do, describe its construction, include names of designers, producers, etc.

On feature articles designed for trade or business

CUT OVERHEAD!
SPEED HANDLING!
IMPROVE YOUR CARTON...
with "Carry Pack"

THE HANDLE THAT SEALS THE CARTON

A Carry-Pack handle on your packed carton does four things:

1. Permits easier, faster handling
2. Seals the carton against pilferage
3. Improves its appearance
4. Provides a safe, handy, inexpensive carrying device for the ultimate buyer at the retail outlet.

YOU CAN APPLY Carry-Pack in a few seconds on any shape carton, round, square, or irregular, up o 8" wide and up to 70 lbs. weight. Radios, toasters, clocks, tools, and canned beer are typical carton-packed products that lend themselves to Carry-Pack handles. One of the nation's largest manufacturers uses Carry-Pack on packages of milk filters to speed handling. A world-famed explosive maker puts Carry-Pack handles on containers of dynamite charges. In brief, the uses of Carry-Pack are practically unlimited. Materials handling experts especially like the way Carry-Pack handles lie flat when not in use. As a result, a wide variety of packaged products fitted with Carry-Pack handles can be firmly packed in your present shipping cases. Still other types of cartons can be stacked in warehouses, trucks or freight cars with no interference by the flat-lying Carry-Pack handle.

To find out how Carry-Pack can work for you, and save money from the start, just give us a brief description of your product and the dimensions of your carton. We promise you a prompt reply. Furthermore, if Carry-Pack may be helpful to you, we offer you a free trial installation, at no cost or obligation.

CARRY-PACK BELONGS ON ANY CARTON
round, square, irregular, up to 8" wide, up to 70 lbs. in weight
THIS END UP
TRI-CITY MFG. CO.
DRAULIC CO.
FRAGILE
ELECTRIC SUPPLY CO.

Easy-To-Use CARRY-PACK DISPENSERS furnished free on loan with your first order.

ADDRESS YOUR INQUIRY TO

CARRY-PACK CO., LTD.

932 WRIGHTWOOD AVENUE • CHICAGO 16, ILLINOIS

TWO NEW HIGH SPEED MACHINES TO SOLVE YOUR PACKAGING PROBLEMS

PETERS now offers the Packaging Industry two new high speed carton packaging machines. The new PETERS SENIOR "High Speed" CARTON FORMING AND LINING MACHINE and the new PETERS SENIOR "High Speed" CARTON FOLDING AND CLOSING MACHINE.

Each machine is capable of handling 90 to 100 cartons per minute, depending upon size of carton used.

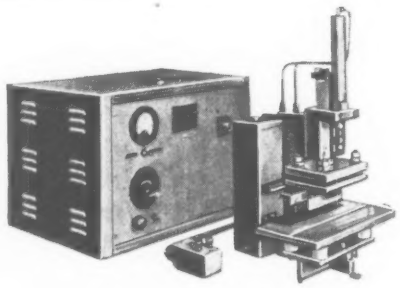
Besides their high speed, these machines have the same sturdy construction and low maintenance costs you have come to expect of all PETERS packaging machinery.

Both machines are completely automatic and neither requires an operator.

After over 51 years of manufacturing packaging machinery, PETERS is truly proud of these two new machines and we know they will give you the same efficient, reliable service you have expected from PETERS packaging machinery in the past.

Why not write today for additional information and enclose a sample of your carton.

PETERS MACHINERY COMPANY
GENERAL OFFICE AND FACTORY
4700 RAVENSWOOD AVE., CHICAGO 40, ILL.



WANT TO SEAL CELLULOSE ACETATE ?

If you manufacture cellulose acetate film products, including plastic boxes, tubes and containers, transparent packages, envelopes, and similar articles, you can lower your production costs; at the same time improve the quality of your merchandise by welding the seams with the new

Thermatron

HIGH FREQUENCY SEALER

Model K5SH operating at a much higher frequency than the conventional type of electronic sealer, is now being used successfully on cellulose acetate sheets of certain types.

Let us make up samples for you. No cost or obligation is incurred if we can use standard dies. Write today for further information, outlining your job as clearly as possible and enclosing sample of material you are using.

New illustrated folder covering the Thermatron Line sent on request. Address

THERMATRON DIVISION
RADIO RECEPTOR CO., INC.
253 W. 19th Street, New York 11, N. Y.

NEW! FOR PACKAGING

DECORATIVE OVAL METAL WASTE BASKETS

Straight Sided for Easy Packing

Height 12½ in.

Here's a brand new line of sturdy decorative oval waste baskets. Ship them nested (3 sizes) to your dealers and offer them as a combination deal filled with your products. Watch the fair sex buy the merchandise to secure one of these beautiful scrap baskets! Come in 12 gorgeous designs suitable for living rooms, bath rooms, bed rooms—styles for every room in the house.

•

Send for typical samples and quantity prices.

WEINMAN BROTHERS, *Inc. Mfrs.*
3260 W. Grand Avenue • Chicago 51

publications, it is wise to study the publication to see just how a similar subject has been presented, in both text and pictures. If there are any doubts, contact the editor in advance and ask how he would like it.

Good pictures are vital to the acceptance of your publicity. Hire the best photographer you can find. No amateur with a flash gun can reproduce your package with the glamour and glory it deserves. Submitting a bad photograph not only libels your package, but is another sure means of sending the story into the wastebasket at any publication that takes pride in its presentation. Leading magazines do not like highly retouched pictures, either.

Oftentimes you can also obtain additional publicity for your package by cooperating with designers, suppliers, machinery manufacturers, etc., in releasing news about your products. They are just as anxious as you to get publicity for their achievements and will often be happy to feature your package in full-page paid advertisements appearing in nationally distributed magazines or newspapers, if you offer your permission and cooperation. Some companies lend color plates to suppliers for additional advertising in trade papers.

Press parties

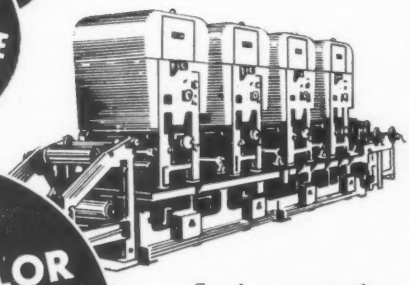
Although many parties for the press are given during the course of a year to acquaint editors with various business happenings, the value of such gatherings in relation to their high cost is often questioned. Said one large food company, "It has to be a very revolutionary packaging change before we will consider having a press party for a new package." Cosmetic firms, however, view the situation differently and it is not unusual for them to throw an expensive "clambake" for editors and writers to introduce a new package tying in with a special promotion. A public relations firm handling a large drug account said it never gives a so-called press cocktail party. Any group of editors they may wish to call together must be for an educational purpose, such as a visit to a new plant—or a meeting called to acquaint the press with a special change of company policy—all with no liquid refreshments!

Television and radio

The effectiveness of radio and television must not be overlooked in promoting a new package. Radio commercials can often call attention to protective features of the package that mean a better product for the consumer. Television offers an entirely new medium for demonstrating conveniences of a new package, such as dispensing devices, re-use features or possibilities for refrigerator storage. As television progresses, the value of such promotions will be more fully recognized and better visual techniques developed.

Whatever the package change, its force as a selling tool deserves serious consideration. This point was well brought out by Jim Baker, head of the advertising firm of Jim Baker & Associates, Milwaukee, in a talk before the recent convention of the National Independent Meat Packers Assn. According to him, the mer-

BETTER
FASTER
MORE PROFITABLE PRINTING



18,000 MULTICOLOR SHEETS PER HOUR!

Send your production samples, let Champlain show you how to do the job—*better, faster, more profitably.*

NO MAKEREADY
VARNISH IN-LINE

Depend On The Leader
CHAMPLAIN CO., INC.
88 LLEWELLYN AVE., BLOOMFIELD, N. J.
CHICAGO OFFICE: 7 W. Madison St., Chicago 2, Ill.
Rotogravure at its best
5175

NOW...

Polyethelyne Bags

at LOWEST PRICES YET!

A complete, visual-protective bag that will not cut into your profits . . . Ideal for dry or liquid foods, chemicals, hardware items, powders, meats, poultry and all types of fresh and processed foods ... and the cost is so low!

EVERETT POLYETHELYNE BAGS are . . .

- Climatic proof—protect goods under extremes of heat, sub-zero cold or high humidity.
- Practical—can be adopted for any large scale packaging program involving staple or novelty goods.
- These bags have extensive reuse value to ultimate consumer—they can be washed and reused for many household purposes.

Let us help you select the POLYETHELYNE bag best suited for your needs. No obligation, write...

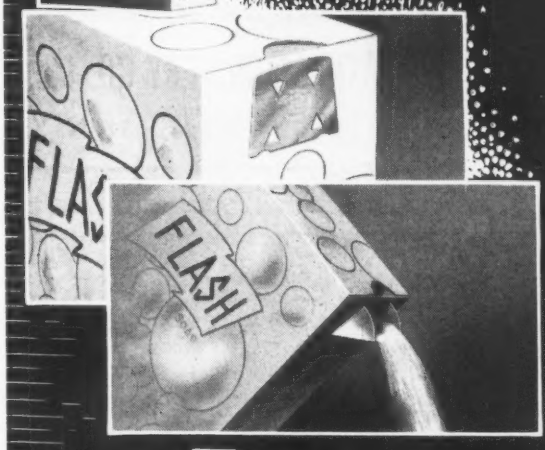
Everett 251 Third Ave., New York 10
TRANSPARENT CONTAINER CORP.
ORegon 3-4740

Change PACKAGE PEEVES *to* PREFERENCES

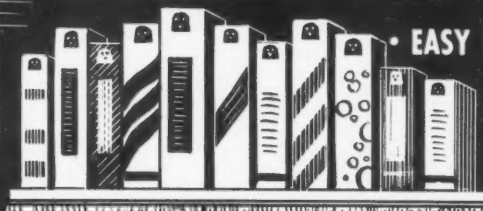
with SEAL-SPOUTS*

The aluminum pouring spouts that make packages

• EASY TO OPEN —AND CLOSE



• EASY TO POUR



• EASY TO STORE

—AND PACKAGE CONTENTS KEEP DRY—FRESH—CLEAN

Housewives dislike opening packages with a knife or tearing the top. They prefer SEAL-SPOUTS.

SEAL-SPOUTS are automatically inserted in the production line—without making holes in packages—without slowing up production.

Send us one of your packages. We'll insert a SEAL-SPOUT and return it.

*T.M. Reg. U. S. Pat. Off.

CORP. **SEAL-SPOUT CORPORATION**
363 Jelliff Ave., Newark 8, N. J.

RESINA Cappers

RESINA HIGH SPEED
STRAIGHT LINE
SCREW CAPPER

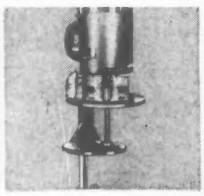
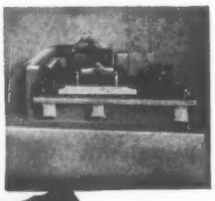
- Flexible
- Fast
- Fully Automatic

For Further Details Send for Descriptive Folder.

OTHER MODELS AVAILABLE

RESINA AUTOMATIC MACHINERY CO. Inc.

Court & Creamer Sts. Brooklyn 31, N. Y.

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As pioneers and exclusive manufacturers of heat sealing equipment for more than 15 years, the Heat Seal-It Company offers a complete line designed to perform any heat sealing task faster, better and more economically. The Heat Seal-It line offers many exclusive features not available elsewhere. Regardless of what your heat sealing problem may be, write for our catalog for a better solution. No obligation, of course.

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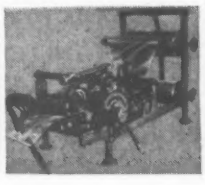
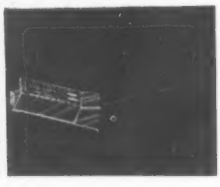



chandising value of many new food packages is lessened by the failure of processors to promote them properly to retailers and consumers.

A comprehensive promotion job of utilizing package changes was the program worked out by the Baker organization for the Hunter Packing Co., East St. Louis, Ill. It was emphasis on its "lightproof, moistureproof 'book' package," the company believes, that helped greatly to put Hunter sliced bacon in a top-selling position in the St. Louis market. Hunter was also one of the first to adopt the aluminum foil tray package for chili con carne. In both cases the company plugged the packages in all its newspaper advertising, radio copy, salesman and dealer material, store posters, car cards and outdoor advertising. Because of a radical design change for all Hunter packages, the company carried strong package identification through all Hunter advertising to shorten the time of familiarizing the public with the new packages. When the program was launched, a special meeting was held to unveil the packages to the salesman. Later the company hired a hall at the St. Louis Arena and laid it out as a gigantic meat department of tomorrow for the initial presentation of the packages. More than 10,000 dealers came to see the display and place orders for the merchandise.

No hard and fast rules can be set down as to how to conduct a package promotion program. Every new package naturally must be studied in relation to its own merchandising problems. However, the basic principles of all promotion are the same. Success depends on how the program is thought out, how it is timed, how intelligently all avenues of promotion are approached and how diligently the program is executed.

Dispensing package for labels

(*Continued from page 81*) 5 cents per thousand additional to the cost of the labels.

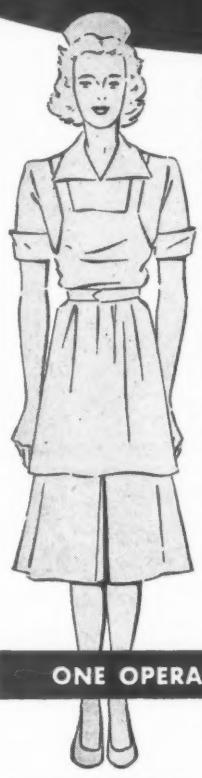
Users of the dispenser say that it reduces greatly the amount of handling with greasy or stained hands, since the only time the label need be handled is when it is removed from the box with just two fingers. This assures neater appearing and more sanitary labels.

This new labeling system also eliminates wasted labels which formerly found their way into the trash basket. It is common practice in many operations for labels to be spread out on a cutting table and marked with the weight and price as they are needed. When this label-marking operation is completed, there is a very human tendency just to throw away the left-overs. The dispenser-carton method eliminates this waste.

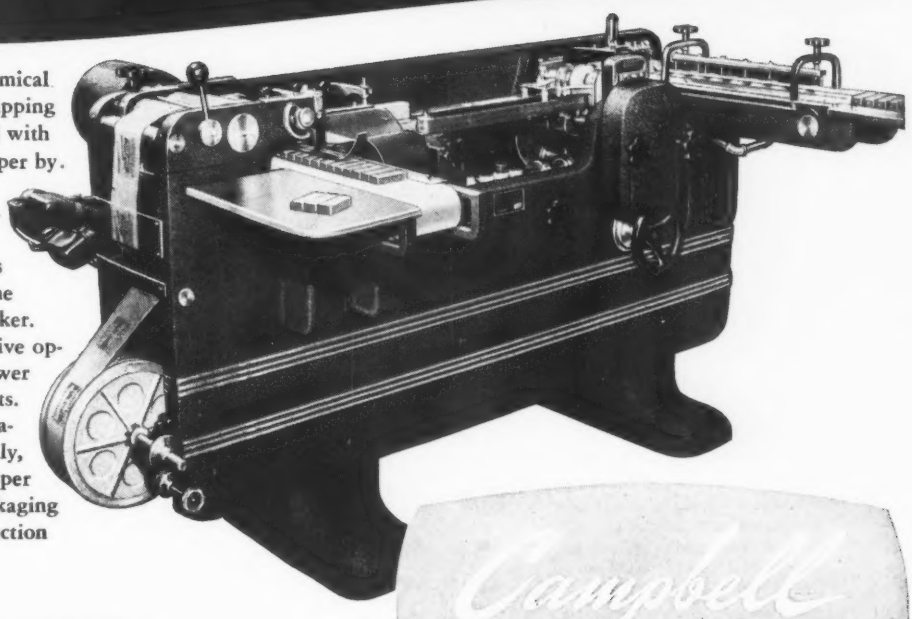
The fact that all varieties of labels are visible through the die-cut window in the top of each carton simplifies the taking of inventories.

CREDITS: *Econo-Pak label dispenser system, Tomkins' Label Service; dispenser cartons, Comly-Gillam Carton Corp.; corrugated boxes, Crescent Box Corp., all of Philadelphia.*

SAVE... TIME · MONEY · LABOR AND MATERIALS!



HIGH speed, economical operation with wrapping perfection is assured with the Campbell Wrapper by. 1. More units per minute — 120 minimum guarantee. 2. Fewer operations and operators — one feeder and one packer. 3. Less non-productive operating hours. 4. Fewer machine adjustments. 5. Less wrapping materials required. Truly, the Campbell Wrapper is a triumph in packaging that increases production and decreases cost.



Campbell
WRAPPER
HUDSON-SHARP MACHINE CO. · GREEN BAY, WIS.
Manufacturers

ONE OPERATOR IN PLACE OF FIVE

Write for illustrated brochure giving full details.

MODEL A-1
PAK KING AUTOMATIC FILLER
BULLETIN 482

Controlled
ACCURACY

PAK KING automatic filler for spices, powders, teas, grated cheese, coffees and concentrates in jars, cans or cartons. Grams or ozs with output from 40 to 70 per minute, others up to 150 per minute. Same timed cycle speed on all volumes and instant adjustment while in operation. Simple modern design, demountable easily cleaned filler head. Exceptional accuracy control in many cases of ½ gram or better to perfect. Also available machines in milligrams or pounds and net or gross weight fillers from ½ oz up.

See this machine and others at the Western Packaging Exposition; Peter D. Bowley & Associates exhibit.

WEIGH RIGHT Packaging Machinery

WEIGH RIGHT AUTOMATIC SCALE COMPANY
JOLIET · ILLINOIS · U. S. A.

EVENFLO
aniline printing rolls

—METER THE INK FOR BEST RESULTS!

EVENFLO ENGRAVED INKING ROLLS

eliminate ink waste, poor quality runs and rejects due to faulty inking and need no adjusting. New Evenflo engraved ink-metering rolls make tedious adjustments unnecessary. Ink is fed in the exact quantity necessary for fine presswork, continuously and automatically. No press time is lost, no ink wasted and less printing stock is spoiled due to poor inking.

NO-FLEX PLATE ROLLS AVAILABLE ON SHORT NOTICE AT LOWER COST

No-Flex—the new plate rolls that completely eliminate flexing and whipping—are your guarantee of a perfect impression. Special high speed lathes and equipment and improved methods of manufacture mean you get precision made rolls, quickly, and at lower cost. All No-Flex rolls are ground finished to your exact specifications and carefully inspected before shipment. The next time you need plate rolls, call Pamarco for faster service, lower cost and a better printing job. Quotations on plate, impression, and special rolls supplied promptly.

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Evenflo rolls, installed as original equipment, make your presses easier to sell because they print better, use less ink and require less operator attention. Inquiries from press manufacturers are invited. Prompt estimates on receipt of specifications.

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— the handy way to test color and coverage

No need to set up a machine for testing ink. Quick as a wink, Evenflo Hand Proofer produces an exact sample. Interchangeable rollers to match the one in your press or presses equipped with other than Evenflo rollers.

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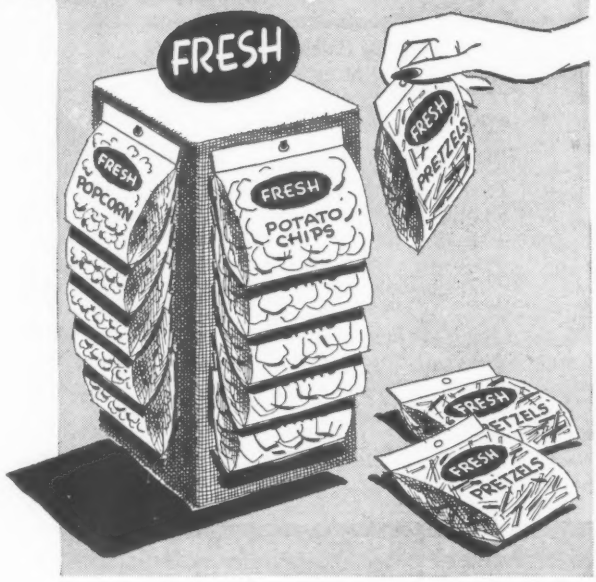
Builders of ANILINE PRINTING PRESSES, EVENFLO ENGRAVED ROLLERS, PAPER CONVERTING MACHINERY

waxed paper protects *freshness* } **in BAGS too!**



Waxed Paper, America's *basic* Protective Wrap . . . Printable, Transparent, Sanitary, Moisture-proof, Low-cost

Snack foods displayed in colorful waxed paper bags attract shoppers to your brand with eye-appeal and appetite-appeal. Potato chips, pretzels, popcorn—these and countless other products are bagged profitably in waxed paper because . . . ***waxed paper pays its way in protection!***

WAXED PAPER INSTITUTE, INC.
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Albemarle Paper Manufacturing Co., Richmond; **B.F.D.** Division, Diamond Match Co., New York; **Badger** Paper Mills, Inc., Peshtigo, Wis.; **Central** Waxed Paper Co., Chicago; **Crystal** Waxing Co., Middletown, Ohio; **Dixie** Wax Paper Co., Dallas, Memphis; **General** Waxed Papers, Inc., Chicago; **Hamilton** Manufacturing Co., Inc., Richmond; **Henle** Wax Paper Manufacturing Co., Inc., New York; **Kalamazoo** Vegetable Parchment Co., Kalamazoo, Mich.; **K.V.P.** Co. of Texas, Houston; **Kuhmarker** Waxed Paper Co., Inc., Brooklyn; **Marathon** Corp., Menasha, Wis.; **Minerva** Wax Paper Co., Minerva, Ohio; **Nashua** Gummed and Coated Paper Co., Nashua, N. H.; **Newark** Paraffine & Parchment Paper Co., Newark; **Pacific** Waxed Paper Co., Seattle; **Pollock** Paper Corp., Dallas, Atlanta, Birmingham, Columbus, Houston, Middletown; **Rapinwax** Paper Co., Minneapolis, Chicago; **Riegel** Paper Corp., New York; **Saniwax** Paper Co., Kalamazoo, Mich.; **Scott** Paper Co., Chester, Pa., Hoboken; **Shawmut** Waxed Paper Co., Holliston, Mass.; **Smith**, H. P. Paper Co., Chicago; **Southern** Paper Co., Ltd., New Orleans; **Specialty** Papers Co., Dayton; **Waxide** Paper Co., Kansas City, St. Louis; **Western** Waxed Paper Co., Los Angeles, Oakland, N. Portland; **Zimmer** Paper Products, Inc., Indianapolis.

CORRUGATED
SHIPPING CONTAINERS

another spoke is added

Another spoke has been added to our wheel. We have acquired in its entirety the business and plant of the Continental Container Corporation, Brooklyn, New York, manufacturers of corrugated shipping containers.

In operating this plant we pledge the same fidelity and adherence to quality that has governed us in the production of papergoods for the past quarter-century.

The containers we manufacture will be trade marked "SECURITY". We intend to make them justify this name.

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GENERAL SALES OFFICE:
424 Madison Ave., New York 17, N. Y.
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FABRICATED* LEATHER

• *Looks* like Leather • *Contains* Leather
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Perfect for all PACKAGED PRODUCTS

* Composed of approximately 40% ground leather by volume, plus other ingredients

* Reg. Trade Mark

UNI-MARK, inc.

New York—450 Fourth Ave. Boston—114 South St.

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It's magic . . . the way colorful decorating steps up the sales punch of your plastic, glass, metal and wood packages. By using either silk screen or offset methods to decorate your packages, Modern Decorating can help move them into the "best-seller" class.

Important, too—your decoration, as performed by Modern, is inexpensive, lasts for the life of the package. Colors are bright, lettering is sharp and clear.

Write for quotations and details.

MODERN DECORATING COMPANY

4914 Hudson Blvd. West New York, N. J.

Phone: UNion 3-5585

Kraft Swankyswig

(*Continued from page 86*) with the principal labeling, "Kraft Cheese Products." Around the top rim of the cap was the notation: "This is a thin drinking glass. To open, first puncture, tap around top edge—push up." The puncturing feature was later abandoned, since it was found possible to remove the lids intact without difficulty.

In later years, it became the practice to use the Swankyswig caps (like those of other Kraft products) to cross-advertise other Kraft items. The current set, for example, is devoted to an illustration and brief sell copy for Kraft mustard. A white pricing patch, appreciated by super-market operators, is a feature of the cap.

Label design

The printed labels, which are produced in four colors, have changed surprisingly little in design during the years, although new spreads have been added to the line and a few of them discontinued. All the labels in this product family feature a broad white band across the center, with the top and bottom areas of the label divided vertically into two colors, the four sections so formed matching diagonally. The lower portion of each label carries an ingredient listing, while the top right area bears the company name and the upper left corner a distinctive symbol emblematic of the variety contained—a strip of bacon for cheese and bacon spread, wavy smoke columns for Smokelle, etc. Each label also bears the notation "Pasteurized" against a narrow color band centered beneath the product description. Although the labels are similar in design, the different colors and symbols used give each distinct identity.

The Kraft cheese spreads are produced in half a dozen of the company's plants throughout the country. Most of the processing and filling equipment used was specially designed by Kraft.

During the World War II period, Swanks had to carry on unadorned; Government restrictions made it impossible to continue the decorating feature. Also, due to supply shortages, the cap manufacturer had a serious problem in maintaining the proper type of gasket. In 1946 the first postwar Swankyswig glasses began reaching the market and were eagerly snapped up by housewives. The war era had witnessed the breakage of many glasses and women were happy to begin collecting sets again.

The first postwar decorated tumblers were a reissue of the popular "posy" patterns, run in one color due to labor shortages. Then in April, 1948, the current "forget-me-not" design (reproduced on front cover of this issue) reached retail outlets.

Speaking before a meeting of the New York Premium Club, Egmont Arens, industrial designer, said, "The classic example of the built-in premium is Kraft's gaily patterned glass container for cheese spreads. The imprinting of bright and varied figures on these glasses transformed them from mere containers into items

Mullen Test

Recognized the world over as standard bursting test

Motor-Driven Model A Mullen Tester ®

Tests specimens with bursting strengths above 200 pounds per square inch. Note two gauge-mounting by use of manifold for testing materials of widely different strengths.

Especially designed for testing corrugated as well as other materials. Conforms to ASTM and TAPPI standards.

Send for booklet illustrating and describing the entire Perkins line of Testers.

B. F. PERKINS & SON, Inc.

Engineers and Manufacturers

Holyoke, Massachusetts

CARLON FILM

(POLYETHYLENE)

FOR PACKAGING

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Check these Standards:

✓ **PRECISION WIDTHS**
at standard commercial tolerances, plus and minus 1/32 inch, closer tolerances at no extra cost.

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✓ **TUBING FURNISHED**
in all widths 1 inch to 36 inches from .0015 wall up

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✓ **NARROW WIDTHS**
are sold at low standard prices.

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✓ **AVAILABLE**
in quantities, flat or gussetted.

YOUR INQUIRIES RECEIVE OUR PROMPT ATTENTION . . . YOUR REQUIREMENTS ARE GIVEN OUR BEST SERVICE.

CARLON CP CARTER
PRODUCTS CORPORATION

Manufacturers of Extruded Plastics

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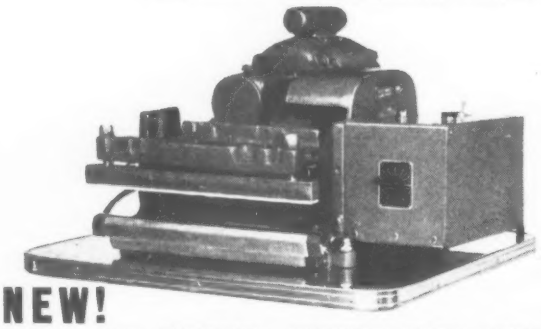
Serving Converters and Package Printers all over the world

WE'VE MOVED...
to new and larger quarters to continue offering you the best in service, quality and price.



NEW!
MODEL B-12 THERMAL IMPULSE TYPE SEALER

This unique heat sealing machine effects a positive, liquid-tight seal on Polyethylene, Vinyls, Saran and other heat sealing plastics.

The Wrap-Ade Model B-12 is simple in operation and requires no sensitive, difficult-to-adjust thermostat controls. There is only one dial which sets the machine for any gauge material.

When set up over a conveyor system, this machine gives sealing speeds on polyethylene bags which have heretofore been impossible with a single operator.

Write today for full information on this and other Wrap-Ade Packaging Machinery.

wrap-ade MACHINE CO., INC.
83 VALLEY STREET
BELLEVILLE, NEW JERSEY
PHONE—BELLEVILLE 2-6150-1

avidly collected by millions of housewives. This simple, but inspired, premium was largely responsible for introducing and popularizing a new product which otherwise might have taken years longer to achieve."

It can be seen that the brilliant sales record of the Kraft Swankyswig tumblers hinges on several factors—a sound basic idea reinforced by convenience features, good design, alert merchandising and—last, but not least—a continuous effort to keep new patterns in line with consumer preferences.

Says Kraft's Mr. Platt: "We have always considered that the fullest value of any package can be attained only when its re-use values are fully explored and actively promoted. The benefit to us comes not only from giving the consumer greater value for the same purchase price, but in the subtle effect which results from the continuing use of the package after the original contents have been consumed. . .

"The Kraft cheese-spread glass is . . . a package which can be restyled for fresh sales appeal without detracting from the basic identity and value of the product itself—significant factors in the maintenance and extension of sales."

Three-way export pack

(*Continued from page 105*) about 18 lbs. One man can handle these packages unaided.

Packing the new end-opening corrugated cartons is a special technique. The first step in assembling the complete pack is to position the bottom corrugated lining pad on a predetermined length of kraft paper. Next, the dividers are opened up and filled with the metal containers, which have been individually wrapped in tissue paper as they come off the end of the production line. The number of metal containers and the way they are slipped into the spaces have been carefully worked out to assure the greatest possible protection against scratching or denting. The top liner pad is added, the kraft paper covering brought over the entire assembly and the ends held with a short strip of gummed paper. All this takes place outside of the corgated shipper. The completely assembled inner package is then slipped into the shipper, which has been formed from the flat blank with one end already sealed. After it is filled, the open end is sealed with a moisture-proof adhesive.

Handling instructions, opening information and necessary indentification are printed in red and black colors on the outside of the shipper. Opening is simple after the shipper reaches its destination, but any pilfering during shipment would be easily detected. A broken line printed in red ink around the edge of the three sides on the top indicates where to cut, so that the top wall can be opened like a lid, exposing the kraft wrap.

When the wooden cases were used, the metal containers were wrapped in tissue, then bundled in units of five and placed into the case without any further pro-

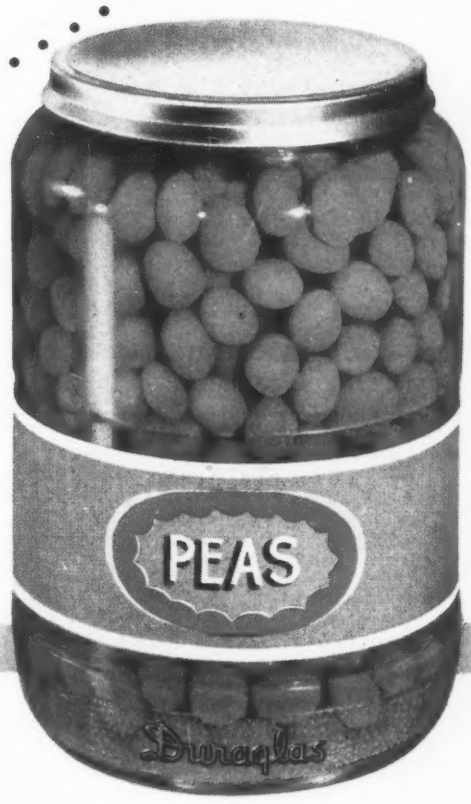
FANCY PEAS
Tender sweet peas, picked at their succulent best. Packed promptly for finest flavor. Uniform in size and color.

DO YOUR CUSTOMERS WANT TO

READ

ABOUT QUALITY . . . . .

. . . . . OR SEE IT?



IN SELF-SERVICE STORES, 45.5% of processed foods are bought on impulse. Some packers sell more volume on impulse than others.

Put your brand in the "more" column by visible-packing in Duraglas containers. Let customers SEE your food's quality. They'll react to its appetite appeal *faster.*

Duraglas containers give your brand the most powerful sales advantage of all—*visual display.*

Duraglas
TRADE MARK REG. U.S. PAT. OFF.

CONTAINERS SELL ON SIGHT

OWENS-ILLINOIS GLASS COMPANY • Toledo 1, Ohio • Branches in Principal Cities

WAXES

For paper board impregnation

103 YEARS

FOR DIP COATINGS
EMULSIFIED WAXES
COATING WAXES

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Meet Army and Navy specifications
WAXES FOR FUNGUS PROOFING
Our laboratory will welcome your problems

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Zophar Mills, Inc. has been known for its dependable service and uniformity of product since 1846.

ZOPHAR MILLS, Inc.
Established 1846
106-26th Street • Brooklyn 32, New York

Cans with Sales Appeal

A complete custom service from sketch to a finished product that is exclusively yours. Your lithographed containers combine easy brand identification with ideal product protection.

We also manufacture a complete line of round cans with stock designs for candies and cookies.

Let Empire quote on your requirements. We should get acquainted.

"No other container protects like the can"

Empire Can Corp.

220 Ashford St. Brooklyn 7, N. Y. APplegate 7-4701

tection such as dividers or compartmentation. After reaching this country the cases often had to be opened for repacking into smaller quantities and for inspection for damaged and broken containers. Buyers ordering large quantities—in which instance the cases were shipped from New York without opening—knew that they could expect approximately a 10% waste and therefore considered this waste in placing an order.

How the new corrugated shippers have reduced this damage loss is evidenced by a letter recently received by the company from the Jewel Tea Co. concerning a shipment it received: "Out of approximately 110,000 containers shipped we found only 176 containers damaged or defective."

CREDITS: *Corrugated shipping cartons, Hankins Container Co., Cleveland, Ohio, and Republic Container Corp., Jersey City, N. J.*

Sterling in polyethylene

(*Continued from page 77*) heat-sealing bars and then through cooling bars. Special patented construction of the sealing bars enables a narrow seal and is said to eliminate all possibility of pin-point leaks.*

Finished packages each containing one piece of sterling are stacked and taped together in units according to orders so that the dealer receives each piece of sterling flatware wrapped individually. When looking for a special pattern or piece, he can immediately identify it in the presealed transparent envelope. The silver is protected from tarnish, stain and scratching and does not have to be opened until it reaches the customer.

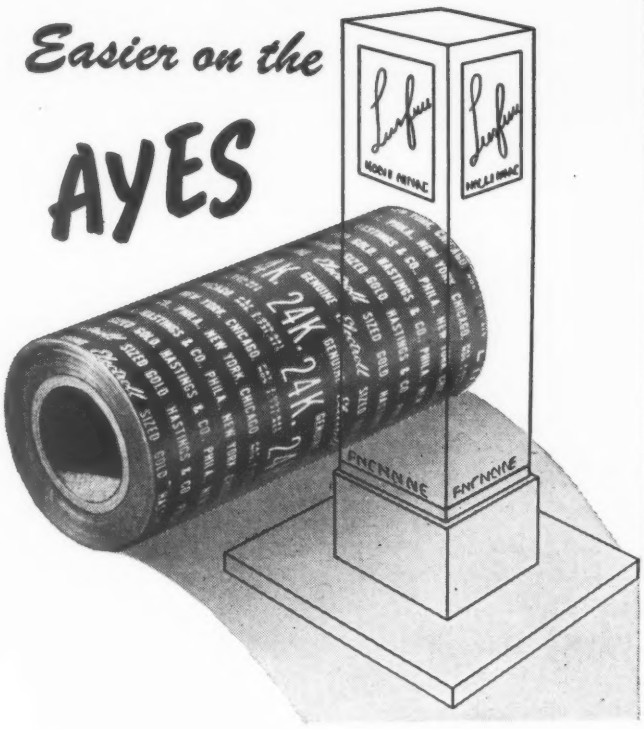
The new packages have been warmly welcomed in the trade. Salesmen are reporting favorable reaction from all quarters, some dealers asking if they might not buy the packages for stock storage of sterling silver other than International's, because of the convenience and protective features. Although it is too early to gauge consumer reaction, many consumers who have seen the packages have written the company asking if they couldn't purchase additional envelopes to store other silver in the home. To date, the company has made no plans for promoting the re-use features of the packages, but offers them merely as a convenience to dealers. The cost is considerably higher than in previous methods of packaging, but the convenience to dealers is well worth the cost, International claims. As production is increased and methods are refined, it is expected costs can be reduced materially.

The new method of packaging silver is being watched closely by competitors and it appears likely that it will start a trend for similar packaging throughout the entire industry.

CREDITS: *Printing and manufacturing of envelopes, Kellogg Container Division, U. S. Envelope Co., Springfield, Mass. Polyethylene film, The Visking Corp., Chicago, from resins supplied by Bakelite Corp. and Du Pont. Heat-sealing machine, Doughboy Industries, Inc., New Richmond, Wis.*

* This machine was illustrated and described in MODERN PACKAGING, April, 1949, p. 178.

Easier on the AYES



Nothing can better reflect the superiority of a product than a fine package stamped with genuine gold. And no gold stamping material can give such uniformly fine results as Hastings genuine 24 karat gold Electroll.

Electroll is more than just pure gold. It's the modern gold for modern uses. A new form of gold, produced electronically under test conditions that insure absolute uniformity and the right weight of precious metal.

Electroll is 24 Karat Gold deposited on a tough, tissue-thin cellophane ribbon for easy handling and high speed production with any hot stamping method. End to end, and edge to edge Electroll is free from imperfections. You always get perfect definition on the most intricate detail, and complete coverage on large areas when you specify Electroll for package stamping. Its modest price and adaptability to high speed production give you the advantages of genuine gold at a lower cost than ever before.

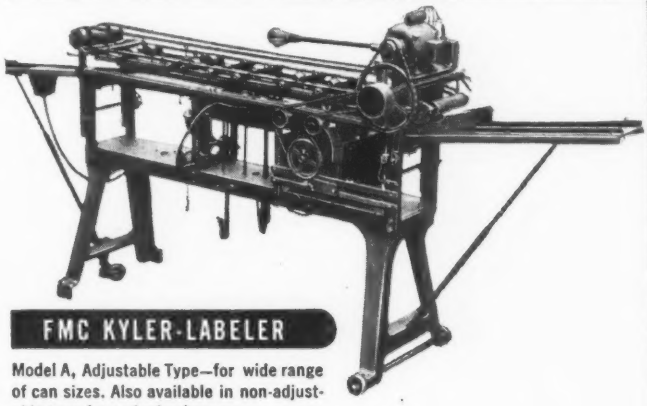
There's no waste with Electroll. It is available in 100′ and 200′ rolls from ⅛″ width to a full 36″. Send today for your free test sample and try it. You'll like the easy way it handles and your customers will demonstrate that packages stamped with genuine gold *are* easier on the ayes. Write Hastings & Co., Inc., Hastings Building, 2314 Market St., Philadelphia 3, Pa. In New York: 47 W. 16th St. (11)—and in Chicago: 1332 W. Grand Avenue (22).

HASTINGS & COMPANY, INC.

Established 1820

GENUINE & IMITATION GOLD • SILVER • ALUMINUM • PALLADIUM LEAF & ROLLS • METALLIC PAINTS & POWDERS

An Inexperienced Man Can Operate This Labeler...

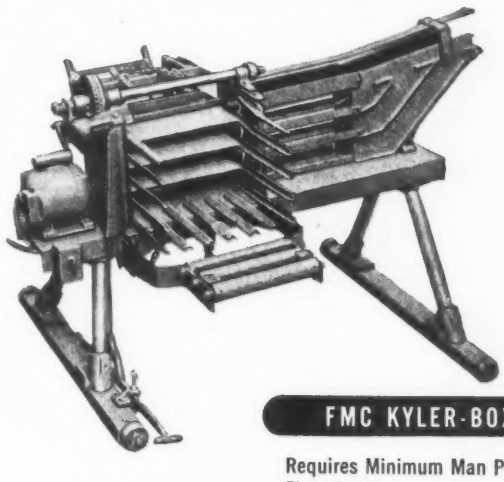


FMC KYLER-LABELER

Model A, Adjustable Type—for wide range of can sizes. Also available in non-adjustable type for a single size can.

FMC-Kyler Labeling Machines are built with such extreme simplicity that an inexperienced worker can operate the machine and make all can-size adjustments.

While these versatile machines can be operated at extremely high speed when peak capacity is required, they are designed and constructed to maintain high efficiency at low speeds also.

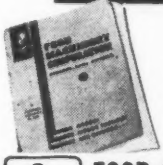


FMC KYLER-BOXER

Requires Minimum Man Power and Floor Space.

Model P shown here is Motor Driven, and built for any single size can. Operates at maximum speed. Extremely rigid and sturdy for long-life and low-cost operation.

FIGHT MOUNTING COSTS WITH FMC MODERN MACHINERY



Write for detailed information today or get in touch with your nearest FMC Canning Machinery Representative.

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New Philadelphia showroom

Anchor Hocking Glass Corp. has opened these very modern new sales offices at 2017–28 Philadelphia Savings Fund Bldg. at 12 S. 12 St., combining for the first time in Philadelphia, facilities for display and sales of all Anchor Hocking glassware, glass containers and the company's extensive line of metal and

plastic closures. The move is in line with the corporation's requirements for steady expansion in this area and is part of a program of similar development starting with the opening of new St. Louis offices last December.* The Anchor Hocking Container and Closure Division is represented in Philadelphia by J. R. Dilworth, manager; F. A. Grier, Jr., H. R. Macturk, J. W. Sheehan and G. F. Ward.

* See MODERN PACKAGING, Feb., 1949, page 172.

Cracker wrappers

(*Continued from page 89*) peanut-butter cracker sandwiches is round and about as big as a silver dollar; it gives adequate prominence to the Lance trademark, which has been established as a spot label for 30 years, without interfering with full visibility of the sandwiches. Previously, Lance had used similar spot labels which were simply gummed labels applied by hand to the hand-wrapped packages; in mechanizing, the company felt it was important to retain this trademark rather than go to printed cellophane or a printed collar.

In addition to the tremendous cost saving through reduction of labor, Lance benefits through more efficient utilization of plant floor space. The new machine is only 30 in. wide and 106 in. long, as against a line many times that long required for 10 or 12 girls doing hand wrapping and sealing.

There is a 15 to 20% saving in area of cellophane used. With hand wrapping, the peanut-butter sandwich pack, for example, required a sheet 4 by $8^{7}/_{8}$ in.; the machine uses a sheet $4^{1}/_{4}$ by $7^{1}/_{2}$ in.

A neater, tighter and more uniform package with maximum eye appeal—so important to this package—is produced. Finally, the product gains extra days of freshness through the use of heat-sealing, moistureproof

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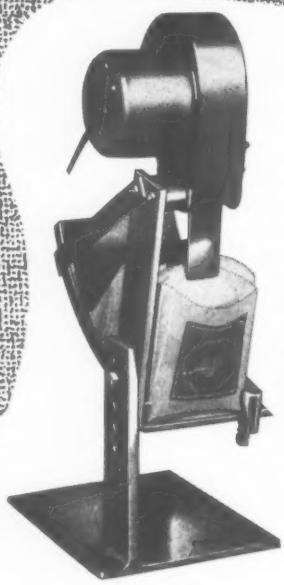

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POLY-CLOTH can be furnished having almost any thickness of polyethylene film and any type of fabric.

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cellophane with positive heat sealing of all folds. It is a completely sealed package—not one merely stuck together with spot labels.

Lance, Inc., shares credit with the machinery manufacturer for this significant development. Lance first suggested the need for such a machine more than six years ago and worked cooperatively with the machine maker for five years toward its perfection.

CREDITS: *"Mayplex" wrapping machine, Wright Machinery Co. (formerly Wright's Automatic Machinery Co.), Durham, N. C. Labels, National Label Co., Philadelphia, and Herald Press, Charlotte, N. C. Cellophane, E. I. du Pont de Nemours & Co., Inc., Wilmington, Del.*

Ice bags for produce

As an aid to retail stores which do not have refrigerated produce displays, Fort Pitt Tomato Co., Pittsburgh, is now bagging crushed ice as a merchandising adjunct to its pre-packaged trademarked salad mix, cole slaw, celery, spinach and other products.

The idea is to provide retailers with bags of ice that can be kept frozen indefinitely in their frosted foods cabinets, for use on the produce display. Since a bag is included in every carton, retailers soon accumulate enough bags to ice not only their Fort Pitt display, but their whole produce display.

Two kinds of 8-by-12-in. bags are being packed: polyethylene 0.002 and Pliofilm FF140. A heat-sealing machine closes the ice bags in the same assembly-line manner as cellophane bags of salad mix, celery, etc., are sealed in vegetable packaging operations.

Items such as salad mix and cole slaw are packed in sixes. Three bags are first set upright against the side of the carton nearest the packer. The ice bag is then inserted against them and the other three bags placed on the far side of it. The carton is closed in the usual manner. Before distribution, the packed cartons are precooled an average of 12 to 15 hrs. The crushed ice will hold in the bag, under normal weather conditions, from approximately 20 to 24 hrs. This new display icing method costs the retailer neither time nor money, but is said to save him hundreds of spoilage dollars. The iced produce is kept fresher a longer time on the display stand.

CREDITS: *Bags, The Traver Corp., Chicago. Heat sealer, Doughboy Industries, Inc., Machine Div., New Richmond, Wis.*

CORRECTION—Charles Shapiro was selected to serve as the Lithographic Technical Foundation's employee training director during a six month's leave of absence requested by Charles Latham, not Wade Griswold, as appeared on p. 172 of our June issue. Mr. Griswold has been and will continue to be active as the Foundation's executive director.

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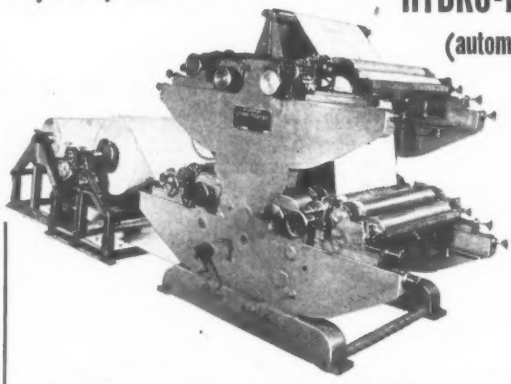

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FOR SALE—Model MP Corley Miller heavy duty wrapping machine, 110 volts, AC motor. Packaging range 2½" to 15" long; 1" to 9" wide; ½" to 6" high. Used only a short time—in perfect condition. Reply Box 856, Modern Packaging.

1 TABER—Thermodraw Press—1945 Model. Practically unused; complete with compressed air rejection and tools for 3" diameter box and beaded lid. Priced to sell. Paper Package Co., 802 South Delaware St., Indianapolis, Indiana.

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WANTED—DEVELOPING SALES ENGINEER to adapt and sell injection molded plastics to specialized packaging field for large well established midwest molder. Must be familiar with packaging field. No plastic experience necessary. New York and Chicago territory open. Write full qualifications and background to Modern Packaging, Box 862.

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WANTED—Oliver Wrapping Machine No. 799-N for either 220 volts or 550 volts. Write Box 850, Modern Packaging.

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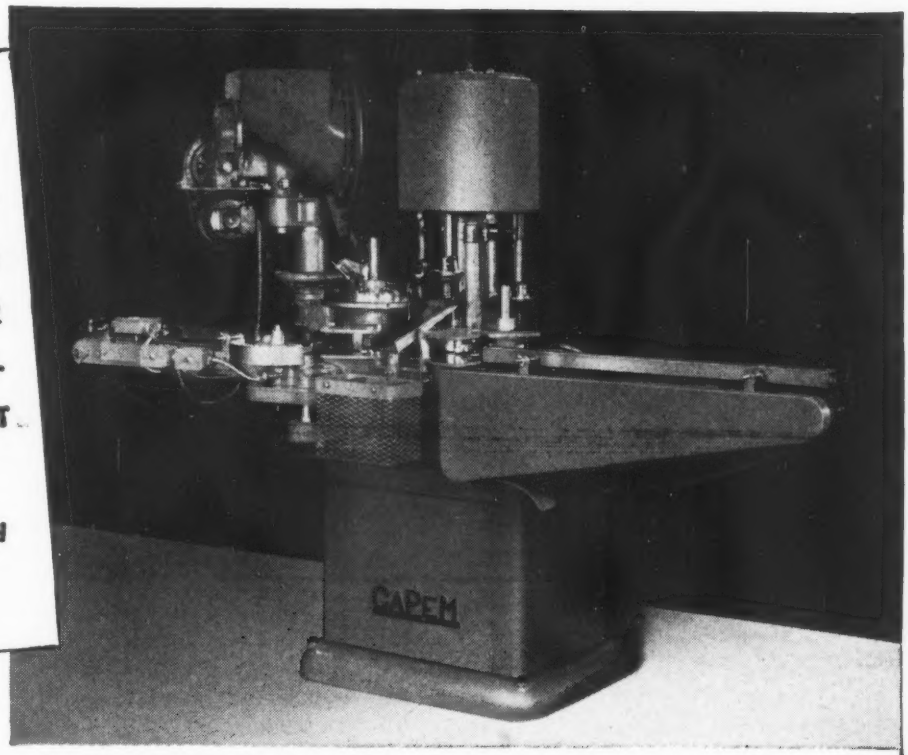

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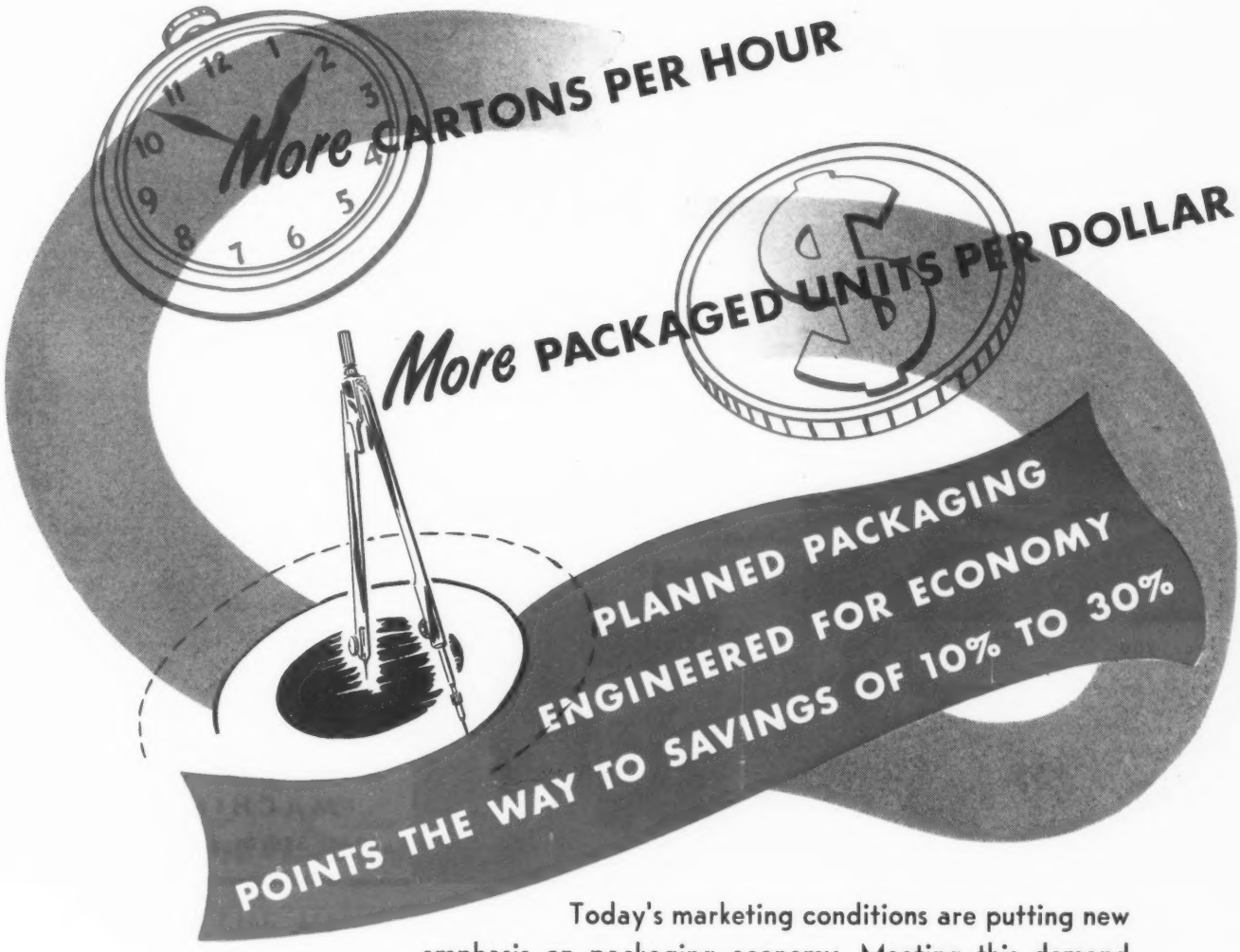
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More PACKAGED UNITS PER DOLLAR
PLANNED PACKAGING
ENGINEERED FOR ECONOMY
POINTS THE WAY TO SAVINGS OF 10% TO 30%

Today's marketing conditions are putting new emphasis on packaging economy. Meeting this demand is a new *engineered packaging* department now extending the scope of savings which our coordinated PLANNED PACKAGING service has made a point of providing throughout a wide range of packaging requirements for the most advanced merchandising practice.

Reductions in overall packaging cost from 10% to 30% are typical for packaging departments in which cartons are received flat and set up as an integral part of the packaging process.

These savings result from proper coordination of carton and machine for maximum speed and efficiency.

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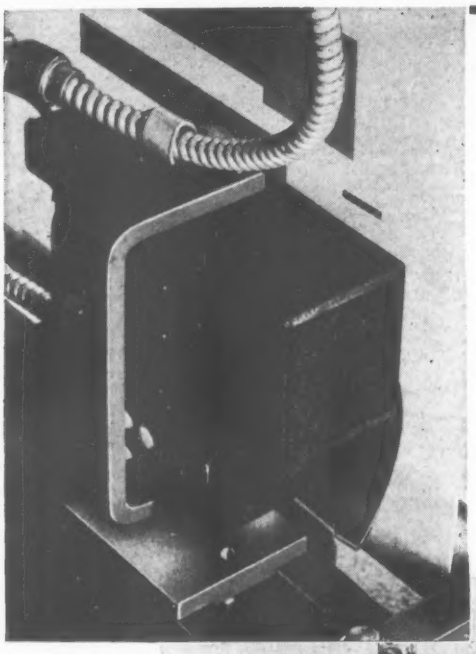

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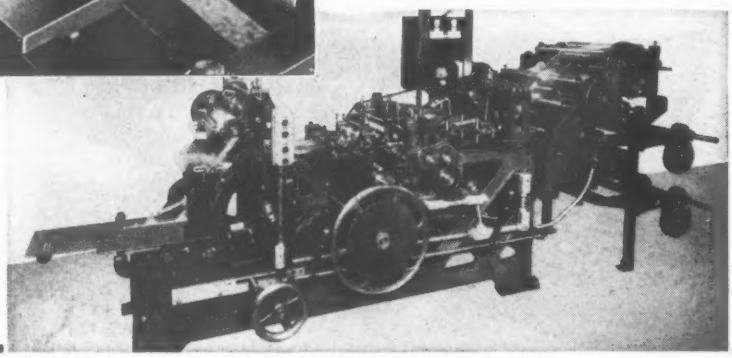
CELLOPHANE
Bag Machines

. . . have an eye for perfection.

An electric eye watches the web and controls a compensator which hurries or retards the feed. Regardless of weather, stock or machine speed the printed design is in perfect register with the cut-off on every bag.

This patented Potdevin feature cuts down rejects. Here are features that assure reorders. Potdevin made bags have an easy opening lip—rolled edges and clipped corners to guard against cellophane splitting.

Build your cellophane bag business around Potdevin machines. There's one for every bag style—flat, tucked or sachel bottom—single or duplex. 2 Potdevins will make all popular flat and square bag sizes at speeds up to 250 a minute.



Over 200 types of Potdevin Bag Machines for bag styles from cellophane to multi-wall.

POTDEVIN
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VUEPAK® tells it, sells it...fast!

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That's one reason why this new idea in lingerie has been a sales sensation . . . because California Lingerie packaged their dated panties in rigid, transparent Vuepak. The idea of the seven different colored, individually dated panties (one for each day of the week) was put over *instantly*.

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For a bigger dollars' worth—
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SERVING INDUSTRY . . . WHICH SERVES MANKIND

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City _____ Zone _____ State _____

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just take a POTATO

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Now, thanks to Maxson Food Systems, Division of Foremost Dairies, Inc. (and to packages by Shellmar) the most delicious French Fried Potatoes and Potato Puffs come ready to heat and serve. These new frozen food products are *good* . . . and the packages *keep* them good. The printed Cellophane overwrap seals in all the original zestful flavor of the product. And the attractive design, colorfully printed by the Shellmar Colodense method features the contents in life-like full color. An unbeatable combination in creating the buying urge responsible for *first sales* of new products.

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